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TELEVISION / 35

World Series powers CBS; study blames reruns for viewer defections

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Sheridan, NBN Broadcasting announce merger

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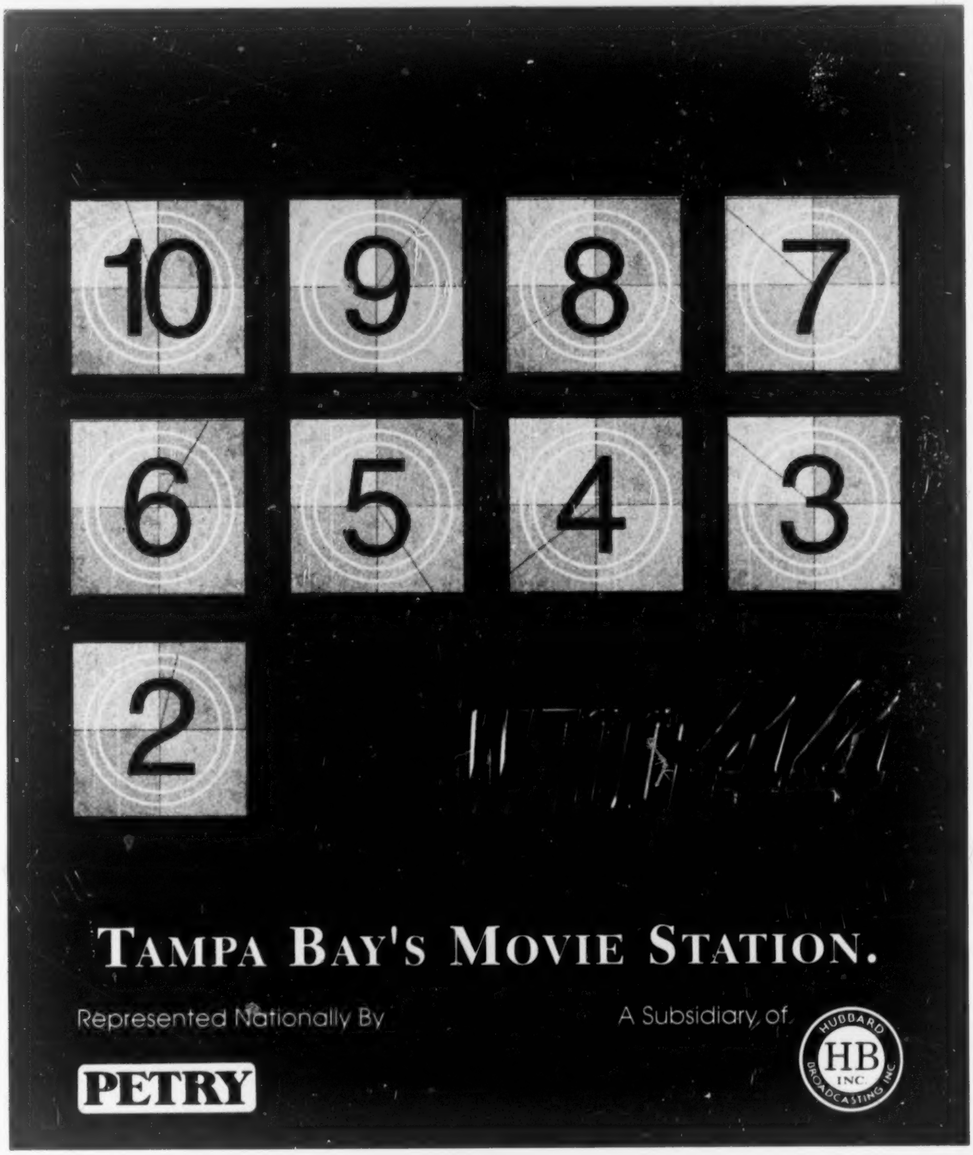
Cable, cities to challenge FCC proposal to allow telcos to deliver video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Vol. 121 No. 19 $2.95

Cable program stocks in the money □ Japanese yen for Time Warner

THIS WEEK

27 / TIME WARNER FINDS INVESTORS

A $1-billion agreement between Time Warner, Toshiba Corp. and C. Itoh & Co., in addition to paring down Time Warner's debt, creates a limited partnership called Time Warner Entertainment, whose operating businesses would comprise Warner Bros., HBO and Time Warner Cable businesses.

29 / FAREWELL TO VIDEOTAPE?

A number of high-profile SMPTE exhibitors demonstrated finished or prototype tapeless recording products capable of storing not just seconds-long animation or graphics segments but longer, full-resolution video for news, entertainment and even live sports programing. Most of the proposed or demonstrated systems use digitized video, and most incorporate magneto-optical disc media; at least one stores video within microchip memory, in effect, on no medium at all.

31 / FCC SITES NARROWED

The General Services Administration has narrowed the site selection for new FCC space to four best and final offers, all within a few miles of the current office: the Portals, located behind the Department of Agriculture; City Center, at 14th and H; the Warner, on Pennsylvania Avenue, and the Far East Trade Center, in Chinatown.

C. Itoh President Minoru Murofushi (left) and Toshiba President Joichi Aoi hold a news conference after the announcement of their companies' investment in Time Warner Entertainment (page 28).

32 / TV BRACES FOR SMITH TRIAL

Court TV, pool camera for the William Kennedy Smith rape trial, will provide dual feeds: one live and unedited and another masking witness identities. Presiding Judge Mary Lupo has said she wants to have the trial wrapped up by Dec. 20, and will keep the court open seven days a week to meet the deadline.

33 / DISCUSSION PLANNED ON LICENSE

House Copyright Subcommittee Chairman William Hughes (D-N.J.) is planning an informal meeting of representatives of the Hollywood studios and the broadcasting, cable and other video services industries to discuss compulsory license and retransmission consent. "We're going to try to reach out to everybody we think has an interest in the area and see if there is any consensus for basically a regime that will be fair and balanced," Hughes said.

35 / CBS SCORES 19.4 FOR WEEK SIX

World Series baseball filled the top five spots in the ratings for the week of Oct. 21-27, lifting CBS to its fifth weekly win in the six-week-old new season and garnering, in the final game, the highest rating for baseball since game seven of the 1987 series. NBC's counterprograming one-two, Danielle Steel's *Daddy* and *Palomino*, ranked sixth and eighth, respectively. CBS's 19.4/31 was its best rating since February 1984.

36 / BIG STEP IN BURBANK CONVERSION

NBC has named John Agoglia, president of NBC Enterprises and vice president of NBC Productions, to oversee the reorganization of its Burbank facility. Plans call for Burbank to become a home for production companies and new studios. NBC Chairman Robert Wright urged West Coast staffers to take a hand in shaping the new operation.

36 / RERUNS BLAMED FOR VIEWER EROSION

A new study by Bozell Advertising concludes that much of the blame for viewer erosion can be laid to the networks' practice of stuffing the non-summer months with repeat programing. Pushed by affiliates to offer fresh shows during the critical May sweeps, and reluctant to pay for additional episodes, the networks frequently pre-empt first-run series early in the season to spread them out. The result, the study says, is viewer frustration with lack of program continuity.

38 / KCRA'S TIME SHIFT BOOSTS NEWS

NBC affiliate KCRA-TV

The Warner, one of four sites considered for FCC (page 31).

Sacramento, set to announce the hiring of a new general manager, has received good news on the ratings front since it shifted prime time to 7 p.m. and its local news to 10. The newscast is up 19% over a year ago, and there's a rumor that co-owner Jon Kelly is planning to expand the show to 60 or 90 minutes.

44 / TBS BUYS HANNA-BARBERA

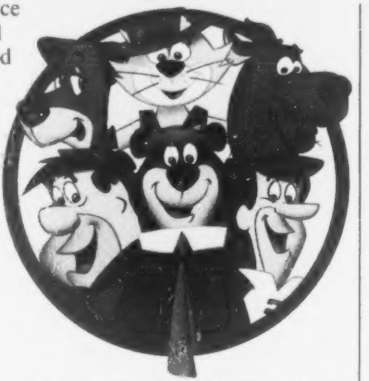
As expected, Turner Broadcasting System, in conjunction with Apollo Investment Fund, L.P., has signed an agreement to buy Hanna-Barbera Productions for $320 million. In the near term, Turner will use H-B's collection of 3,000 animated half-hours and 350 series and films to bolster its children's programing on superstation WTBS(TV) Atlanta and TNT, but the door is open to create a channel devoted to animated programing.

44 / SPORTS LOSSES MOUNT IN CABLE

Top-dollar contracts for major-league sports telecasts have not produced the audiences or advertisers that cable networks had hoped for. ESPN will lose $40 million on its Major League Baseball package for the 1991 season; TNT lost the same amount on NFL games this year.

48 / TURNER'S TWIST ON TAKEOVER TALE

In a PBS interview with David Frost, TBS Chairman Ted Turner said that, contrary to popular belief, he bought MGM's library because its majority shareholder finally agreed to sell, not because he wanted a consolation for his failure to buy CBS. In retrospect, he said, the MGM deal worked out better "because CBS is worth far less than it was then."



Turner buys Hanna-Barbera and its 3,000 animated programs (page 44).

49 / BRILL COURTS THE 'OPRAH' CROWD

In a speech to a Washington cable audience, Steven Brill, president and editor-in-chief of Courtroom Television Network, described his operation as "a 24-hour news channel about the most important branch of government." The network now reaches about five million homes, and its largest audiences are daytime weekdays, "people who normally watch soap operas, *Geraldo* and *Oprah*," he said.

50 / SHERIDAN, NBN MERGER

Sheridan Broadcasting Networks Inc. and NBN Broadcasting Inc. have announced plans to merge the black-owned and -operated companies into what their executives call "the largest media vehicle reaching the black audience on a continuous basis." The final name and make-up of the new entity will be announced soon.

57 / CITIES, CABLE UNITE AGAINST TELCOS

Cable operators and municipalities have joined forces in assailing the FCC's no-franchise-needed ruling for telephone companies wanting to provide television services. Joined by the NCTA, the groups may try to reverse the order at the FCC, on Capitol Hill or in the courts. Cities argue that a franchise is needed to keep such a communications network responsible to the community; cable operators say a telco network unfettered by franchising obligations would be unfair competition.

58 / FCC RELEASES NEW AM GUIDELINES

AM broadcasters and engineers have begun perusing the FCC's new interference standards to determine how they might affect antenna moves and other modifications. The guidelines are designed to improve AM sound to make it more competitive with FM. An NAB executive said that "the commission did a good job of balancing a number of competing interests."

60 / TOTENBERG'S TIME UNDER FIRE

NPR legal affairs correspondent Nina Totenberg's breaking of the Anita Hill story pushed her into the middle of a heated debate, not just on the accusations but on journalistic ethics as well. "I don't think there are ethical questions here for me," Totenberg has said; her only regret is losing her temper in an argument with Senator Alan Simpson (R-Wyo.).

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62 / TAPELESS MEDIA SHOWN AT SMPTE

The Society of Motion Picture and Television Engineers and the Audio Engineering Society are contemplating merging their shows, perhaps by 1994, in light of the fact that little new hardware appeared on the floor that hadn't been seen in an earlier version at NAB. However, some new hardware was in evidence: a number of manufacturers demonstrated tapeless, disc- and chip-based digital video recording systems.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Oct 21	ABC 15.1/23			52. MacGyver [10.0/16] 9.4/15	10.6/17	13. NFL Monday Night Football—Cincinnati Bengals vs. Buffalo Bills [17.0/29] 16.5/25	18.3/27	19.2/29	16.8/27
	CBS 14.9/23			20. Evening Shade [15.2/24]	16. Major Dad [16.0/25]	14. MurphyBrown [16.2/24]	20. Designing Wmn [15.2/23]	29. Northern Exposure [13.5/22] 13.7/21	13.3/22
	NBC 16.9/26			23. Fresh Prince [15.1/24]	33. Blossom [12.9/20]	8. NBC Movie of the Week Monday—Danielle Steel's "Palomino" [18.4/28] 18.0/26	18.1/27	18.9/29	18.6/31
Tuesday Oct 22	ABC 15.8/24			10. Full House [17.5/28]	15. Home Improvement [16.1/24]	17. ABC Movie Special—Dynasty: The Reunion Pt. 2 [15.3/23] 14.9/22	15.3/22	15.7/24	15.3/25
	CBS 21.6/33			28. World Series Prgm[13.2/22]	3. CBS World Series Game 3—Minnesota at Atlanta [23.4/39] 19.3/30	22.6/34	24.3/35	25.4/38	24.9/39
	NBC 11.2/17			51. I'll Fly Away [10.1/16] 9.7/15	10.4/16	37. In the Heat of the Night [12.4/18] 11.9/17	12.8/19	45. Law and Order [11.1/18] 11.3/18	11.0/18
Wednesday Oct 23	ABC 10.7/17			38. Dinosaurs [12.3/20]	30. Wonder Years [13.3/20]	25. Doogie Hwsr [14.6/22]	53. Sibs [9.7/14]	61. Anything But Love [8.2/13]	77. Good & Evil [6.3/10]
	CBS 21.0/33			44. World Series Prgm [11.2/20]	4. CBS World Series Game 4—Minnesota at Atlanta [22.9/36] 17.7/28	21.8/33	24.6/36	24.8/37	25.2/39
	NBC 18.8/29			11. Unsolved Mysteries [17.3/27] 17.0/28	17.7/27	6. NBC Movie of the Week Wednesday—Danielle Steel's "Daddy" [19.6/30] 18.0/27	19.4/29	20.5/31	20.6/34
Thursday Oct 24	ABC 10.2/16			49. ABC Thursday Movie Special—Columbo: Murder of a Rock Star [10.7/16] 9.3/15	11.0/17	11.1/16	11.4/17	54. Primetime Live [9.1/15] 9.0/14	9.2/15
	CBS 21.6/34			46. World Series Prgm [11.0/19]	4. CBS World Series Game 5—Minnesota at Atlanta [22.9/37] 18.7/30	21.9/33	25.2/38	26.2/40	26.0/42
	NBC 15.6/24			17. Cosby [15.3/24]	20. A Different World [15.2/23]	11. Cheers [17.3/26]	17. TV's Funniest Ladies [15.3/24] 15.1/22	16.5/26	14.3/24
	FOX 9.2/14			34. Simpsons [12.7/20]	58. Drexell's Class [8.5/13]	65. Idols Special [7.7/11] 8.3/12	7.1/11		
Friday Oct 25	ABC 13.4/25			27. Family Matters [14.0/27]	31. Step By Step [13.2/25]	36. Perfect Strngrs [12.5/23]	41. Baby Talk [11.7/22]	25. 20/20 [14.6/28] 14.6/28	14.6/29
	CBS 6.6/13			79. Brooklyn Br [6.1/12]	85. Princesses [5.0/9]	63. Disney 20th Anniversary [8.1/15] 8.0/15	8.2/15	79. Palace Guard [6.1/12] 6.2/12	5.9/12
	NBC 8.6/16			50. Matlock [10.5/20] 9.8/19	11.2/21	76. Flesh 'n' Blood [6.6/12]	67. Dear John [7.6/14]	61. Reasonable Doubts [8.2/16] 8.2/16	8.3/16
	FOX 5.5/10			72. America's Most Wanted [7.0/13] 6.9/13	7.2/13	87. Ultimate Challenge [4.0/7] 4.1/8	4.0/7		
Saturday Oct 26	ABC 6.9/12			65. Who's the Boss? [7.7/14]	67. Growing Pains [7.6/13]	79. Young Riders [6.1/10] 5.8/10	6.4/11	73. The Commish [6.9/12] 6.7/11	7.2/12
	CBS 22.3/39			43. World Series Prgm [11.5/22]	2. CBS World Series Game 6—Atlanta at Minnesota [25.4/44] 20.0/35	22.5/39	24.4/41	26.2/44	28.3/47
	NBC 9.9/17			48. Golden Girls [10.9/19]	67. Torkelsons [7.6/13]	40. Empty Nest [12.2/21]	46. Nurses [11.0/19]	56. Sisters [8.8/15] 8.8/15	8.7/15
	FOX 6.0/10			73. Cops [6.9/12]	70. Cops 2 [7.1/12]	84. Totally Hidden Video [5.5/9]	86. Best of the Worst [4.4/7]		
Sunday Oct 27	ABC 12.0/18	59. ABC World of Disc [8.4/13] 8.2/13	8.6/13	24. Am. Fun. H. Videos [14.9/21]	32. Am. Funniest People [13.1/18]	34. ABC Sunday Night Movie—A Stranger in the Family [12.7/19] 12.6/18	12.6/18	13.0/20	12.6/21
	CBS 26.0/39	7. 60 Minutes [18.7/31] 18.1/30	19.3/32	9. World Series Prgm [17.8/27]	1. CBS World Series Game 7—Atlanta at Minnesota [32.2/49] 26.9/39	29.0/41	30.6/44	31.8/46	34.5/53
	NBC 7.3/11	70. Adv. Mark/Brian [7.1/11]	78. Eerie, Ind. [6.2/9]	82. Man of the People [5.7/8]	82. Pacific Station [5.7/8]	59. NBC Sunday Night Movie—White Palace [8.4/13] 7.9/11	8.6/12	8.5/13	8.7/14
	FOX 8.0/12	75. True Colors [6.8/11]	63. Parker Lws [8.1/12]	38. In Living Color [12.3/18]	55. Roc [9.0/13]	41. Married/Chdn [11.7/16]	57. Herman's Head [8.6/12]	88. Sunday Comics [3.8/6] 4.3/7	3.4/6

	ABC	CBS	NBC	FOX
WEEKLY PRIME TIME AVERAGE	ABC 12.0/19	CBS 19.4/31	NBC 12.4/20	FOX 7.3/12
SEASON PRIME TIME AVERAGE	ABC 12.0/20	CBS 14.7/24	NBC 12.5/21	FOX 7.8/13

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE RANKING/SHOW [PROGRAM RATING/SHARE] HALF-HOUR RATING/SHARE SOURCE: A.C. NIELSEN

REVENUES DOWN 2.4% IN AUGUST, DROP 2.9% YEAR-TO-DATE

Radio advertising revenues fell 2.4% in August over the same month in 1990, according to an index of revenue pool numbers analyzed by the Radio Advertising Bureau. Through August, radio revenue is down 2.9%, with local revenues down 3.3% and national down 1.5%. Local revenues decreased 2.3% in August after posting a 3.5% increase in July, while national revenue dropped 2.6% in August after showing mixed signs in July. The only geographical region that exhibited local revenue growth in August was the Southwest, with a 4.2% increase over August 1990, but it posted the sharpest decline in national revenues with a decrease of 11.8%. National revenues increased only in the Southeast region, up 2.6% over August 1990.

RAB compiles its analysis from local and national spot revenue data provided by accounting firms Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter.

Radio Revenues, Percent Change

	August 1991 vs. August 1990		January-August 1991 vs. January-August 1990	
Market	**Local**	**National**	**Local**	**National**
All Markets	- 2.3	- 2.6	- 3.3	- 1.5
East	- 2.1	- 4.9	- 4.3	- 4.5
Southeast	- 3.3	+ 2.6	- 3.7	- 1.9
Midwest	- 2.0	- 3.4	- 2.2	- 2.1
Southwest	+ 4.2	- 11.8	- 1.3	- 0.7
West	- 3.4	- 1.6	- 3.3	+ 1.5

INTEREP COUNTRY STATIONS MEET

Format network develops strategies for members to increase their share of advertising

Interep Radio Store convened the first meeting of its Country Radio Format Network in New York City to promote and increase the use of country radio within the advertising community. The Country Radio Format is one of several format programs developed by Interep Radio as part of its ongoing Radio 2000/An Alliance for Growth campaign that seeks to increase radio's share of the advertising dollar from 7% to 9% by the year 2000 (BROADCASTING, March 11).

At the two-day meeting, representatives from individual country stations developed an outline for a regional action plan to promote the use of country radio to target various agencies and clients within the advertising community. Key steps in the action plan include:

■ With Interep's cooperation, to develop in-depth market and regional qualitative research regarding country listeners' buying power and country radio's ability to move product.

■ Each Country Radio Format representative station will contact a target advertiser that currently does not use radio in such advertising categories as home improvement, financial and insurance companies and cable television and magazines to formulate presentations geared specifically to advertiser presentations.

■ Country Radio Format Network will reconvene on a national basis at the Country Radio Broadcasters annual convention in Nashville in March 1992.

Country Radio Format Network Director Lynn Kite said that Interep's concept of format networks is to "differentiate without being divisive," and stressed that they have been developed to "increase the dollars coming to all formats by targeting advertisers who currently do not include radio in their targeting mix."

Interep Marketing Division President

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KSFO(AM)-KYA(FM) San Francisco □ Sold by King Broadcasting to First Broadcasting Co. for approximately $13 million. **Seller** is headed by Steven A. Clifford. King Broadcasting Co., which was licensee of six TV's, was sold in July ("For the Record," July 22); final consummation of sale is contingent on sale King Broadcasting's radio stations. King recently sold KING-AM-FM Seattle ("Changing Hands," July 15), and also owns KGW(AM)-KINK(FM) Portland, Ore. **Buyer** is headed by Ronald Unkefer, CEO of home electronics retail chain based in San Francisco. KSFO is fulltimer with country format on 560 khz with 5 kw. KYA has country format on 93.3 mhz with 50 kw and antenna 492 feet above average terrain. *Broker: Kalil and Co.*

KRSR(FM) Dallas □ Sold by GWR Equity Holding Inc. to Alliance Broadcasting Dallas Ltd. for $11 million. **Seller** is headed by James B. Thompson, and is subsidiary of Group W Radio, licensee of nine AM's nine FM's and five TV's. **Buyer** is headed by John P. Hayes, and has no other broadcast interests. KRSR has AC format on 105.3 mhz with 100 kw and antenna 1,560 feet above average terrain.

KSJX(AM)-KSJO(FM) San Jose, Calif. □ Sold by Narragansett Broadcasting Co. of California Inc. to BayCom Partners Ltd. for approximately $5.5 million, according to industry sources. **Seller** is headed by Greg Barber, and is affiliate of Narragansett Capital Inc., licensee of WYNK-AM-FM Baton Rouge; KEZO-AM-FM Omaha and KAYI(FM) Muskegee (Tulsa), Okla. It also owns cable and newspaper properties. **Buyer** is headed by Jack McSorley, Ed Canty and CableSouth Inc. of Birmingham, Ala., which owns and operates cable systems. KSJX has news format on 1500 khz jwith 10 kw day and 5 kw night. KSJO has AOR format on 92.3 mhz with 50 kw and antenna 464 feet above average terrain. *Broker: Media Venture Partners.*

KBET(AM) Canyon Country, Calif. □ Sold by Canyon Broadcasters Inc., debtor-in-possession, to Saddleback Broadcasting Inc. for $330,000. **Seller** has no other broadcast interests. **Buyer** is headed by Carl Goldman (17%), and has no other broadcast interests. KBET has AC format on 1220 khz with 1 kw day and 500 w night.

WIZE(AM) Springfield, Ohio Sold by Great Trails Broadcasting Corp. to Staggs Broadcasting Inc. for $300,000. Terms: $210,000 cash at closing, $90,000 note payable at 11% and six-year noncompete covenant. **Seller** is headed by Alexander J. Williams, and is also licensee of WHAG-TV Hagerstown, Md.; WFFT-TV Fort Wayne, Ind., and WING(AM)-WGTZ(FM) Dayton-Eaton and WCOL-AM-FM Columbus, both Ohio. **Buyer** is headed by Gerald F. Staggs (60%), and has no other broadcast interests. WIZE is fulltimer with AC format on 1340 khz with 1 kw.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$633,726** □ **7**
FM's □ **$11,025,000** □ **3**
AM-FM's □ **$19,600,000** □ **4**
TV's □ **$0** □ **0**
Total □ **$31,258,726** □ **14**

Year to Date:
AM's □ **$69,627,499** □ **235**
FM's □ **$187,502,708** □ **239**
AM-FM's □ **$275,524,574** □ **175**
TV's □ **$926,854,400** □ **69**
Total □ **$1,459,509,181** □ **718**

For 1990 total see Jan. 7, 1991 BROADCASTING

WAML(AM)-WEEZ(FM) Laurel-Heidelberg, Miss. □ Sold by Pine Belt Broadcasting Inc. to Gerald Williams for $250,000. **Seller** is headed by Joe H. and Beverly G. Norman, who are selling 100% of licensee stock. **Buyer** has no other broadcast interests. WAML is fulltimer with religious format on 1340 khz with 1 kw. WEEZ has easy listening format on 99.3 mhz with 3 kw and antenna 300 feet.

NEVER MIND

Only a few days after giving most of its radio network employes layoff notices, to be effective Nov. 5, UPI cancelled the decision, saying it should be reevaluated in light of continued buyer interest in the service, a spokesman said. UPI filed for bankruptcy four months ago and is believed to be in the process of selling off divisions of its news operations. The layoffs would have affected less than 40 employes. UPI has not ruled out the possibility of individual layoffs in the near future.

CLOSED!

WCRJ-FM, Jacksonville, Florida from **Hoker Broadcasting, Inc.,** to **Paxson Broadcasting** for $3,500,000.

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cation of Capitol Broadcasting Co. of Va. Inc. (BP-900713AD) granted for CP to make changes in antenna system.

FM's

■ **Tuscaloosa, AL** WACT-FM 105.5 mhz—Sept. 24 application (BPH910524IA) dismissed for CP to change ERP: 10 m.; change ant.: 155.2 m (H&V); TL: .5 km SE of the intersection of Hwy. 69 and Yellow Creek Church Rd., in section 18, T19S, R9W, AL; change to class C3.

■ **Anchorage** KPXR(FM) 102.1 mhz—Oct. 1 application of Ingstad Alaska Broadcasting Inc. (BPH-910411IF) granted for CP to change ERP: 24.54 kw H&V; ant.: -48 m.; TL: 2800 East Dowling Rd., Anchorage; class: C3.

■ **Payson, AZ** KRIM(FM) 103.9 mhz—Sept. 20 application (BPH910531IF) granted for CP to change ant.: 355 m.

■ **Phoenix, AZ** KFLR-FM 90.3 mhz—Sept. 30 application of Family Life Broadcasting System Inc. (BPED-880915MA) granted for CP to change ERP: 28.31 kw (H), 24.59 kw (V); change ant.: 474 m.; change TL: South Mountain electronics site.

■ **Irvine, CA** KUCI(FM) 88.9 mhz—Sept. 20 application (BPED900807MA) granted for CP to change ERP: .20 kw H&V; change ant.: -3 m.; class: A; other: propose directional antenna.

■ **Ledyard, CT** WVNL(FM) 106.5 mhz—Sept. 24 application (BMPH910801IF) granted for mod. of CP (BPH880714NL) to change ERP: 6 kw H&V; ant.: 91 m.; TL: on W side of Rte. 117, .6 mi NW of junction of Church Hill Rd. at City Landfill, Ledyard.

■ **Lewes, DE** WXJN(FM) 105.9 mhz—Sept. 30 application of Susan Marie Beth Romaine (BMPH-910304IF) granted for mod. of CP (BPH-870910OE) to changes. ERP: 6 kw (H&V) ant.: 104 m. TL: 16.59 km from Lewes.

■ **Edgewater, FL** WEDG(FM) 93.1 mhz—Oct. 3 application of Deharo Radio Ltd. (BMPH-910912ID) returned for mod. of CP (BPH-880406MI) to change ERP: 10 kw H&V ant.: 146 m.; TL: 10.1 km south of Edgewater, Volusia County; 4.2 km east of I-95; change to class C3 (per docket #91-117).

■ **Riviera Beach, FL** WOLL(FM) 94.3 mhz—Oct. 21 application of Lappin Communications-Florida Inc. (BPH-910205IA) dismissed for CP to change ERP: 12 kw H&V; ant.: 144 m., class C3; (per docket #89-423).

■ **Vidalia, GA** WTCQ(FM) 97.7 mhz—Sept. 24 application (BMLH900814KD) granted for mod. of license to increase ERP: 6,000 kw H&V (pursuant to docket #88-375).

■ **Champaign, IL** WHMS-FM 97.5 mhz—Sept. 18 application (BPH910516IF) granted for CP to change ant.: 109 m.; other: correct site elevation and coordinates: 40 05 04N 88 14 53W.

■ **Indianapolis** WAJC(FM) 104.5 mhz—Sept. 20 application (BPED910124IB) granted for CP to change ERP: 50 kw H&V; ant.: 150 m.; TL: 2.3 km NW of intersection of N Meridian and E 38th St., Butler University Campus; Indianapolis.

■ **Fort Knox, KY** WASE(FM) 105.5 mhz—Sept. 25 application (BMPH910809IM) granted for mod. of CP (BPH890929IB) to change ERP: 3.6 kw H&V; ant.: 127 m.; change from DA to non-DA.

■ **Manchester, KY** WTBK(FM) 105.7 mhz—Sept. 20 application (BMLH901228KF) granted for mod. of license to increase ERP: 3.1 kw H&V (pursuant to docket #88-375).

■ **Hancock, MI** WTHV(FM) 98.7 mhz—Sept. 20 CP is hereby forfeited and call letters deleted.

■ **Scottville, MI** WKZC(FM) 95.9 mhz—Sept. 25 application of West Shore Broadcasting Corp. (BPH-910528IC) dismissed for CP to change ERP: 25 kw H&V, ant.: 100 m.; freq: 94.9 mhz; class: C3 (per docket #89-385).

■ **Alexandria, MN** KSTQ(FM) 99.3 mhz—Sept. 20 application (BMLH901119KA) granted for mod. of license (BLH840413BY) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Preston, MN** KFIL-FM 103.1 mhz—application of KFIL Inc. (BMLH-900206KC) granted license or license modification for mod. of license to increase ERP: 6 kw (H) (per docket #88-375).

■ **St. Peter, MN** KRBI-FM 105.5 mhz—Sept. 23 application (BPH910517ID) dismissed for CP to change ERP: 6 kw H&V; change ant.: 100 m.; TL: 3.3 km from St. Peter, MN, at bearing of 69.3 degrees.

■ **Iuka, MS** WFXO(FM) 104.9 mhz—Sept. 18 application (BMPH910619IC) granted for mod. of CP (BPH890206II) to make changes; change ant.: 135 m.

■ **Bolivar, MO** KCBX-FM 106.3 mhz—Sept. 20 CP is hereby forfeited.

■ **Branson, MO** KRZK(FM) 106.3 mhz—Sept. 26 application of Turtle Broadcasting of Branson (BMPH-910520IE) granted for mod. of CP (BPH-901224IJ) to change ant.: 169 m.; TL: 33 miles north of U.S. Hwy. 160, 47 miles NE of intersection of U.S. 160 and State Hwy 176, 2.1 miles NNW of Rockaway Beach, MO.

■ **Warrenton, MO** KFAV(FM) 99.9 mhz—Oct. 3 application of Kaspar Broadcasting Co. of Missouri (BMPH-910918IF) returned for mod. of CP (BPH-880107MO) to change ERP: 6 kw (H&V); change to class C3 (per docket #91-44).

■ **Dover Township, NJ** WKTW(FM) 91.1 mhz—Sept. 20 application (BPED910718ME) granted for CP to relocate main studio outside of Community Contour.

■ **Asheville, NC** WCQS(FM) 88.1 mhz—Sept. 24 application (BPED881214MF) granted for CP to change ERP: 1.6 kw H&V; change ant.: 356 m.; TL: High Top Mountain at end of Starnes Cove Rd.

■ **Wishek, ND** KMVC(FM) 100.3 mhz—Sept. 20 CP is hereby forfeited and call letters deleted.

■ **Conway, SC** WJXY-FM 93.9 mhz—Sept. 26 application of Conway Broadcasting Co. Inc. (BPH-9104301I) granted for mod. to change ERP: 6 kw (H&V).

■ **Georgetown, SC** WTUB(FM) 93.7 mhz—Sept. 26 application of VBX Communications Inc. (BPH-9104301O) granted for CP to changes ERP: 6 kw (H&V).

■ **Marion, SC** WKSY(FM) 100.5 mhz—Sept. 27 application of Holder Media Inc. (BPH-9105131ITO) granted for CP to change class to C3 (per docket #90-33). ERP: 21.5 kw (H&V), ant.: 108 m.; TL: 1.2 miles SW of intersection of Interstate 95 and State Hwy 38, 1.7 miles south of Oak Grove, SC.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,517	1,019	5,536
Educational FM	1,484	311	1,795
Total Radio	**10,989**	**1,565**	**12,554**
Commercial VHF TV	556	15	571
Commercial UHF TV	572	167	739
Educational VHF TV	125	4	129
Educational UHF TV	233	12	245
■ Total TV	**1,486**	**198**	**1,684**
VHF LPTV	219	147	366
UHF LPTV	719	789	1,508
■ Total LPTV	**925**	**948**	**1,873**
FM translators	1,875	374	2,239
VHF translators	2,698	78	2,776
UHF translators	2,334	292	2,626

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

C18

NOV 11

Broadcasting

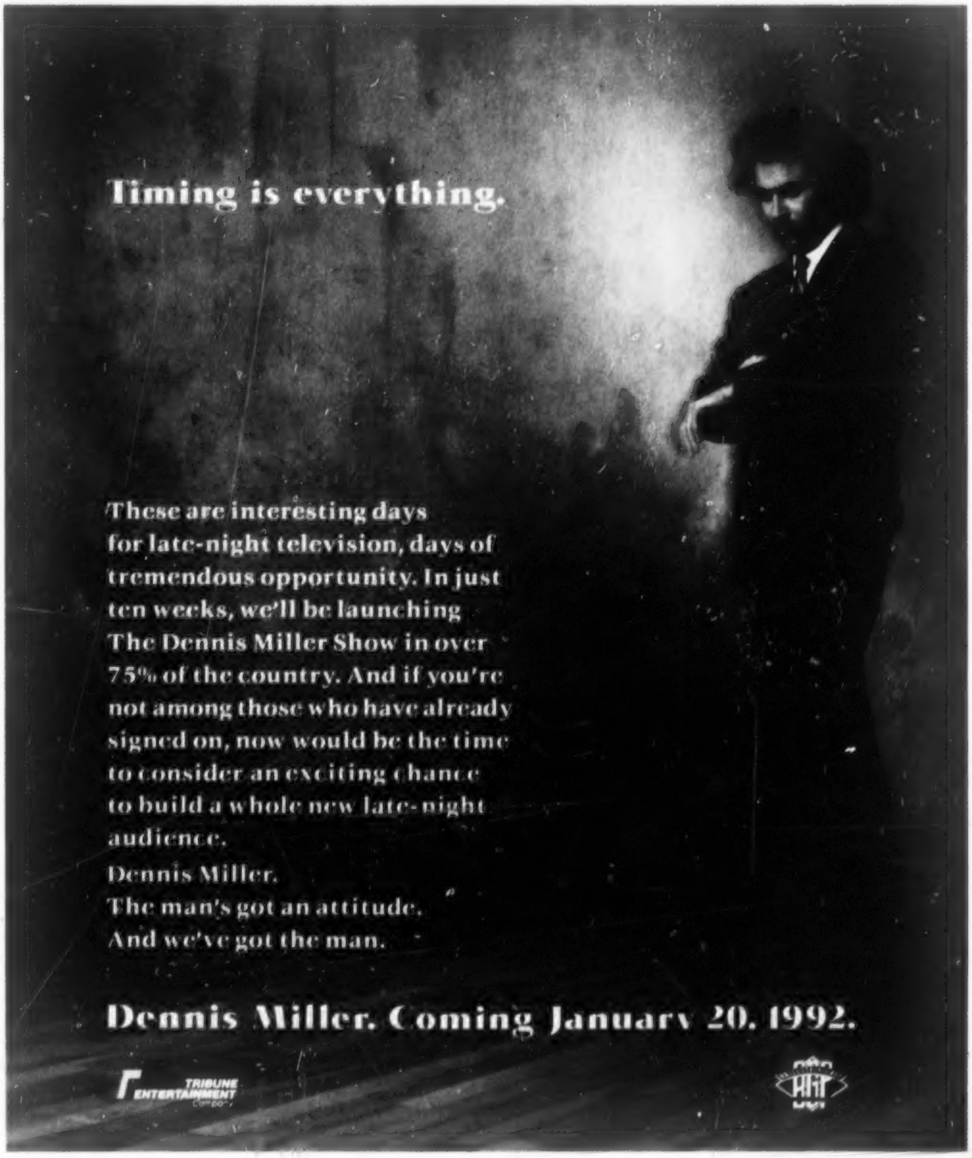
®

FIRST IN TELEVISION RADIO CABLE SATELLITE 1991

❑ THE LIFE AND HARD TIMES OF TV NETWORKS /3

❑ S.12 COMES TO A BOIL IN THE SENATE /7

❑ AS MCCLUGGAGE SEES IT: THE VIEW FROM PARAMOUNT /20



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RADIO BUSINESS '92
Trying to Hold the Bottom Line

At Deadline

NBC IN FRONT IN SWEEPS

'The Gambler' helps the network to an early lead in the November ratings race. CBS is in second. *See page 10.*

LICENSES CHALLENGED IN CAROLINAS

NAACP is challenging TV license renewals for three North Carolina and one South Carolina station. In its petition to deny, NAACP said WFCT-TV Fayetteville, WGGT-TV Greensboro, WNRW-TV Winston-Salem, all North Carolina, and WTGS-TV Ridgeland, S.C., had "no more than token employment of blacks and other minorities [and] do not appear to be operating under meaningful EEO programs."

BUENA VISTA, TBS TALKING 'EMPTY NEST'

Buena Vista Television signed its first *Empty Nest* off-network deals last week, which leaves open the door for a possible deal with superstation WTBS(TV) Atlanta.

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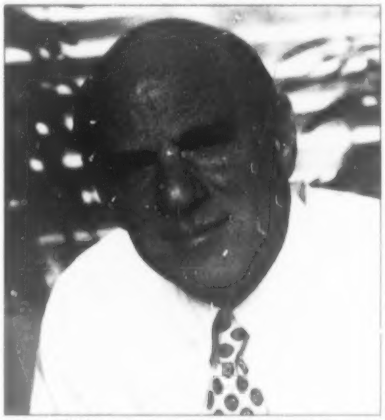
plans to expand to seven nights in prime time, and has plans to branch out to other dayparts as well. "We're correctly structured and positioned to grow and diversify," he said.

But cutting costs will get the networks only so far. Depending on whom you talk to, 70% to 80% of a network's costs are tagged to program development. That means networks have to figure out ways to boost revenue, which is why they have lobbied hard (with only limited success) to abolish the financial-interest and syndication and cable crossownership rules.



Fox's Diller: "To some degree, [the networks] are an endangered species."

"The playing field isn't remotely level," said Howard Stringer, president, CBS/Broadcast Group. "On the one hand we've been written off so many times, and on the other, we're perceived as these all-powerful entities. They can't have it both ways," said Stringer.

It's no wonder the networks hope to tap more lucrative businesses in the future, because just about everybody agrees that the high-margin, double-digit-growth days of the core business, advertising sales, are long gone.

County NatWest network analyst John Tinker said a key question the networks will grapple with in the next six to nine months is whether advertising lost to direct marketing and promotion strategies is a temporary blip or a permanent loss. "Advertising revenues aren't growing anymore. What we don't know is: will people be advertising less on the network if the economy does come back?"

"I've heard that question raised before," said Jerome Dominus, senior vice president and director of network negotiations at J. Walter Thompson. "My sense is it's temporary. I think the swing to promotion has gotten so deep that people are re-evaluating that out of a realization that they're buying the business and not building the brand."

Added Julie Friedlander, senior vice president and director of national broadcast negotiations, Ogilvy & Mather: "I can't say I see any evidence of cutting back," on a per-brand basis. [Clients] have a certain reach objective. Are they advertising as many brands? No."

Pier Mapes, president of NBC Television Network, said last week he has seen some encouraging signs in the sales picture, including fourth-quarter pricing that is at the upfront level, as well as a rebounding to "normal" levels (1989-90) of the number of advertisers exercising their first-quarter options. "I haven't been this encouraged in five quarters," said Mapes.

Mapes also said it was premature to say the worst was behind the networks. "But there are some bellwether indications of a new base building." Like CBS's Stringer, Mapes said it was critical to the networks' future health to build additional revenue streams. "The cost of our product can't be covered by advertising alone," he said. "The courts have to look at fin-syn. We need more relief. It's a question of survival."

CBS's Stringer: "The [TV network] playing field isn't remotely level."

And while the networks have an eye on other businesses, others have an eye on scooping up vulnerable network dayparts, such as daytime and late night. "We clearly benefited from NBC's returning an hour of daytime to the affiliates," said Scott Carlin, executive vice president, Warner Bros. Domestic Television Distribution, which launched the *Jenny Jones* daytime talk show this season.

Close to 50% of the stations that picked up that show are NBC affiliates, said Carlin. "We are looking for opportunities to further precipitate that [network] retrenchment."

"A lot of people have a vested interest in our survival," said CBS's Stringer. "Including the studios, advertisers and affiliates. Television would be a poorer place without us." ■

TELEVISED TALE OF WOE FAILS TO MOVE ABC AFFILIATES

By Geoffrey Foisie

By more than 3-1 the ABC TV network affiliates last week opposed that network's push to own cable systems. The opposition was reiterated despite a personal televised appeal by Capital Cities Chairman Tom Murphy and Chief Executive Officer Dan Burke, asking affiliates to "at least be neutral" on the controversy. Included in the closed circuit presentation was a rare official detailing of costs and profits at the ABC television network.

Murphy emphasized his dismay at affiliate opposition and added he was "really upset" that the affiliate board had encouraged the NAB to take a stand on the issue (the NAB board voted to oppose any change in the rule). Some ABC executives did not object to the impression that it internally debated quitting the NAB. A Capital Cities/ABC spokesperson said: "We are always looking at our membership in various

This Week

Local TV Sales:
Frank's FurnitureLand
Pizza Pete
CAR-O-RAMA
DAVE'S DRUG
Rx
DRY GOODS
Making Money on Main Street

NEW FACE OF STATION REVENUES / 70

Beginning a new series on how local TV stations are boosting hometown sales.

BAD SIGNALS / 3

Called by some "an endangered species," network television has never been more troubled. The three-network earnings figure is in the loss column for the first time ever, and financial experts say new revenue sources, not cost cuts, are key.

CABLE 'TROJAN HORSE' / 7

On the eve of debate on the S.12 cable reregulation bill, Senate Republicans, with administration backing, plan to introduce a substitute that waters down the rate restrictions but keeps retransmision consent intact. The goal, S.12 backers say, is to deflect enough support from S.12 to make it vulnerable to a veto.

MCCLUGGAGE: PACKING VALUE / 20

In his role as Paramount's new TV production head, Kerry McCluggage is charting a "more is better" approach. The answer to TV's financial woes, he says, is not making shows for less money; rather, it's hewing to high production values "that make shows valuable in all markets of the world."

RADIO '92 / 39

In a BROADCASTING special report, operators, station managers and rep firms look at radio's 1992 prospects. Their conclusions: the Olympics and election-year buys won't produce many bottom-line ripples, but in these tough times flat will do nicely.

McCluggage at Paramount (p.20)

HILL TAKES UP LICENSE / 56

Congressional review of compulsory license is underway, but the drive for repeal, which picked up steam last month with big broadcaster and cable endorsements, may stall for a while if Congress throws the issue back to the competing parties.

AFFILIATE OWNERSHIP / 66

The prospect of affiliate ownership of the networks, raised most recently when CBS encouraged a top-to-bottom review of the network-affiliate relationship, may arise when group owners and CBS executives meet Wednesday.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week Oct 28-Nov 3

	ABC	CBS	NBC	FOX
MONDAY	14.6/22	15.6/24	14.5/22	6.1/9
8:00	67. MacGyver 9.1/14	11. Major Dad 16.3/24	29. Saturday Night Live Halloween Special 13.7/21	88. Fox Night at the Movies—Frankenstein: The College Years 6.1/9
8:30		28. Last Halloween 13.6/20		
9:00	12. NFL Monday Night Football—L.A. Raiders vs. Kansas City Chiefs 16.2/28	8. Murphy Brown 17.8/26	16. NBC Monday Night Movies—She Says She's Innocent 15.0/23	
9:30		12. Designg Wmn 16.2/24		
10:00		18. Northern Exposure 14.9/25		
10:30				
TUESDAY	16.7/27	12.4/20	12.9/21	NO PROGRAMING
8:00	9. Full House 17.7/28	36. Rescue: 911 12.5/20	49. I'll Fly Away 11.4/18	
8:30	7. Home Improvemt 17.9/28			
9:00	2. Roseanne 23.1/35	37. CBS Tuesday Night Movie—Locked Up: A Mother's Rage 12.4/20	27. In the Heat of the Night 13.9/21	
9:30	3. Coach 19.8/30			
10:00	54. Homefront 10.7/19		29. Law and Order 13.5/24	
10:30				
WEDNESDAY	11.1/18	11.3/18	14.0/23	NO PROGRAMING
8:00	38. Dinosaurs 12.3/20	57. Royal Family 10.2/16	5. Unsolved Mysteries 18.2/29	
8:30	31. Wonder Years 13.4/21	62. Gr Pumpkin, Ch Br 9.8/15		
9:00	22. Doogie Howser 14.5/22	42. Jake and the Fatman 12.0/19	33. Night Court 12.9/20	
9:30	57. Sibs 10.2/16		42. Seinfeld 12.0/19	
10:00	66. Anything But Love 9.2/16	44. 48 Hours 11.8/21	50. Quantum Leap 11.2/20	
10:30	83. Good & Evil 7.0/13			
THURSDAY	8.9/15	10.3/17	15.5/26	10.7/17
8:00	71. Pros and Cons 8.6/14	60. Top Cops 10.1/17	19. Cosby 14.8/25	39. Simpsons 12.1/20
8:30			24. A Diffnt. World 14.3/23	68. Drexell's Class 9.0/15
9:00	76. FBI: Untold Stories 8.1/13	69. Trials of Rosie O'Neill 8.9/14	4. Cheers 19.3/30	53.Beverly Hills 90210 10.9/17
9:30	65. American Detect. 9.3/15		15. Wings 15.1/24	
10:00	64. Primetime Live 9.5/17	44. Knots Landing 11.8/21	21. L.A. Law 14.7/26	
10:30				
FRIDAY	12.9/23	8.1/15	8.5/15	5.0/9
8:00	24. Family Matters 14.3/25	80. Rescue: 911 7.7/14	63. Matlock 9.7/17	87. America's Most Wanted 6.2/11
8:30	35. Step By Step 12.6/22			
9:00	55. Perfect Strngrs 10.6/18	52. Carol Burnett Show* 11.0/19	74. Flesh 'n' Blood 8.3/14	95. Ultimate Challenge 3.8/7
9:30	56. Baby Talk 10.3/18		76. Real Life/J. Pauley 8.1/14	
10:00	19. 20/20 14.8/28	90. Palace Guard 5.7/11	80. Reasonable Doubts 7.7/15	
10:30				
SATURDAY	7.9/14	10.9/19	11.9/21	5.9/10
8:00	82. Who'stheBoss? 7.6/13	39. CBS Saturday Movie—Crocodile Dundee II 12.1/21	34. Golden Girls 12.7/22	84. Cops 6.9/12
8:30	74. Growing Pains 8.3/14		60. The Torkelsons 10.1/18	79. Cops 2 7.8/14
9:00	78. The Commish 7.9/14		16. Empty Nest 15.0/26	93. Totally Hidden Video 4.9/8
9:30			32. Nurses 13.1/23	94. Best of the Worst 4.0/7
10:00		73. P.S. I Luv U 8.4/16	57. Sisters 10.2/19	
10:30				
SUNDAY	12.4/19	17.2/27	13.2/20	8.1/12
7:00	44. Life Goes On 11.8/18	1. 60 Minutes 23.3/36	92. Adv Mark & Brian 5.3/8	86. True Colors 6.4/10
7:30			89. Eerie, Indiana 5.8/9	85. Parker Lewis 6.5/10
8:00	14. Am Fun Home Vid 15.7/23	10. Murder, She Wrote 16.7/24	51. Unsolved Mysteries 11.1/16	39. In Living Color 12.1/18
8:30	26. Am Fun People 14.0/20			72. Roc 8.5/12
9:00	48. ABC Sunday Night Movie—False Arrest, Pt. 1 11.5/18	23. CBS Sunday Movie—The Rape of Dr. Willis 14.4/23	6. NBC Sunday Night Movie—The Gambler Returns: Luck of the Draw Pt. 1 18.0/28	44. Married w/Childn 11.8/17
9:30				70. Herman's Head 8.8/13
10:00				91. Sunday Comics 5.5/9
10:30				
WEEK'S AVGS	12.1/20	12.5/20	12.9/21	7.3/12
SSN. TO DATE	12.0/20	14.4/24	12.6/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE]

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

THE COMPLICATED WORLD OF MEDIA BROKERING

Tightening economic conditions have forced brokers to offer new services

By John Gallagher

The words "tedious," "frustrating" and "complicated" came up repeatedly when media brokers answered the question, "How has brokering changed compared to two years ago?" Behind their responses were a drop in cash flow multiples, tight credit and lack of equity.

"You need a series of approvals on the creditor side, and there's a lot more bureaucracy," said Jim Blackburn of Washington-based Blackburn & Co., talking about restructured deals in particular. "The participants aren't having as much fun."

That's because the participants are now likely to be a lending bank under pressure from regulators to write off a defaulted loan or sell to a new buyer, and buyers who are aware that "this is bargain time," in the words of broker Ray Rosenblum of Pittsburgh, and are trying to exploit this leverage to the fullest. The result: deals today are taking two to three times longer to close than they did in 1988, according to media broker Star Media Group Inc.

The increased difficulty in putting together a deal these days cuts across all broker demographics; it's felt by large and small shops—shops that offer their own financial services, as well as those that focus primarily on putting together buyer and seller—and brokers based in all parts of the country. Most brokers are working harder to meet the challenge; it is the way they operate their business that differs, and depending on whom you talk to, there is divided opinion on which way works best.

"Bigger shops are now required to offer more services, out of necessity and in response to the types of deals that are now coming through," said Peter Handy of Star Media. In restructures, Handy said, a one- or two-person shop might say: 'Let's sell some assets,' whereas a larger shop with access to more capital and consulting services would be in a better position to help restructure a deal.

Larger firms also are more likely to have the time and manpower to print newsletters and auxiliary information on the industry. For example, Elliot Evers of Media Venture Partners drew up "Workouts and Creative Financing for the Troubled Station," which outlines one way deals are getting done: a bank may be willing to stay in a sale for part of the equity, and roll over the note to a new buyer.

The size of the firm, however, does not necessarily dictate the size of the deal; broker Gary Stevens, of Gary Stevens & Co., basically a one-man operation, brokered the $15.1-million sale of KKWM(FM) Dallas, approved by the FCC in January. A former group owner and current owner of WOMG-AM-FM Columbia, S.C., Stevens was named receiver in July for a group of eight radio stations. The receivership, he said, "enables me to use a skill level I haven't used in a while." With more and more radio station sales being distress sales, receiverships have become commonplace, and a broker with experience in the operation side of the business, who is appointed receiver by a court, will have a head up.

In a station-trading market that has been characterized by industry observers as having at most half the equity pool it had at its peak in the mid- to late '80s, are larger brokers more inclined to take on a smaller market or lower-priced listing than usual? "Absolutely," said Hugh Ben La Rue, president of H.B. La Rue, Media Brokers, who operates with a minimal staff, but is used to brokering $5-million-plus deals. Tim Menowski of Media, Mergers and Acquisitions, and recently elected president of the National Association of Media Brokers, agreed that "brokers are aggressively looking at deals that were 'beneath' them" two years ago.

But that's not to say brokers will take any station they can get their hands on. "We're very careful as to

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WILLIAM BENTON FELLOWSHIPS IN BROADCAST JOURNALISM
THE UNIVERSITY OF CHICAGO

Brokers "aren't having as much fun," says one. From left: Gary Stevens, Peter Handy, Mark O'Brien, Richard Foreman, Ray Rosenblum.

what listing we'll accept," said Don Bussell of Questcom Radio Brokerage. Like other brokers, Bussell said he makes sure a sale has an excellent chance of closing. "A buyer has to show me that he's got 30% to 50% equity going into the deal," he said.

Larger brokers dipping below the level of their traditional "meat and potatoes" deals don't seem to affect the small-market brokers. Low overhead, a feel for the economics of a particular region and a knowledge of the internal operations of stations below the top 100 markets all contribute to there being a niche, even in the present climate, for those working smaller deals.

Bill Whitley, owner of Whitley Media, can see Star Media's office out his office window in Dallas. But he says the proximity of Star, which represents top market deals on a national level, doesn't affect his business; he concentrates on stations in Texas and in the Southwest. Broker Ray Rosenblum, whose business usually comes out of Pennsylvania, New York and West Virginia, believes the economy today exerts more pressure on the larger brokers with regional offices, while working in a particular region breeds familiarity and cuts down on travel. "I like to be home," he said.

Brokers have been doing more appraisals, dealing more with the courts, and are now testing the waters of the local marketing agreement (LMA). Although some see the LMA as a viable alternative to receivership or bankruptcy, others are more hesitant. From what Richard Foreman of Richard A. Foreman Associates can estimate so far, "They're more of a Band-Aid approach than a final solution, [because] you have a property in a market that is already over-radioed with severe [format] fragmentation." Mark O'Brien of R.C. Crisler & Co. Inc. agreed: "If the basic problem is too much competition in the market, then an LMA will not help."

Co-brokered deals, which are done even in boom times, are a way brokers can cope in a more competitive marketplace. Great American Communications Co.'s $54-million sale of WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis to Frank Wood's Broadcast Alchemy, the largest radio deal so far this year, was co-brokered by The Mahlman Co. and Jorgenson, Chapin and Co. Bob Mahlman Jr. said that in a co-brokered deal, a seller has twice the resources working to find a qualified buyer. Although brokers will always try to get an exclusive listing, most will never rule out co-brokering.

Brokers say today's market is a more "challenging" and "interesting" environment in which to work. Yet, one broker also said that "brokers are either getting out or condensing operations." As one broker put it: "This is not the time to be hanging out a shingle." ■

HOW TOP BROKERS ARE FARING

Closed Radio Station Deals and Total Value, 1989-91

(in millions of dollars)

Broker	*1989*	*1990*	*1991*
Blackburn	35 □ $218.3	13 □ $109.4	10 □ $57.8
Gary Stevens	7 □ $122.0	4 □ $27.4	2 □ $22.3
Media Venture Partners	12 □ $74.0	8 □ $29.6	13 □ $40.9
La Rue	6 □ $46.8	7 □ $57.5	4 □ $29.2
Kalil & Co.	8 □ $21.1	4 □ $34.3	3 □ $10.0
Star	N/A	N/A	3 □ $41.7

The Quick Fix-Up

Right at Home is a free, saleable 60-second daily feature with tips on home improvement, home fix-up projects and more!

For information on satellite and toll-free telephone distribution, call 24-hours 800-221-6242.

Right at Home

Right at Home is underwritten by the National Association of Home Builders

group owner that has increased its local sales staffs over the last five years. According to Jack Shenkan, director of sales marketing, Hearst Broadcasting, the group owner has marketing directors at all their stations, which was not the case five years ago. Also, he added, the local sales manager has "become much more important than the national sales manager has over the last five years." At Hearst, he said, local revenues have gone from 44% of the business to 49%, while national has fallen from 56% to 51%.

Control over revenue stream is important to local broadcasters, even though local economies can be more volatile than the national economy, said Dave Butterfield, president, Butterfield Communications Group, a management consulting firm: "...the local advertising market is [currently] worse than the spot market, at least in certain areas of the country. Retailers are far more likely to cut back, as a rule, on ordering merchandise, if they sense a poor season, than national advertisers, who tend to be relatively steady."

Broadcasters are still fighting the same problem that plagues national advertising: declining viewership. As has been well documented, the growth of cable, the videocassette recorder and independent television stations have fragmented the television audience to the point where, on any given night, only 60% of the country watches the three traditional network affiliates. The typical total day share for a network affiliate has fallen, according to Nielsen, from a 74 in November 1981 to a 56 in November 1990. To fight that trend, many broadcasters have come to the conclusion they need to sell more than ratings points.

Advertisers also came to the same conclusion: because of declining viewing, they were in a better position to get more than just spots from local broadcasters. Thus, the term "value added" was born. While some broadcasters say they always had value-added deals, others claim it is a recent phenomenon.

In short, a value-added package means selling an advertiser more than just spots. A value-added arrangement can be simple, such as a billboard sponsorship of a section of the news, to something more complex, like an elaborate promotional effort.

"It is more than billboards today," said Rick Henry, general sales manag-

WHO THEY ARE: THE SALES STAFF OF TODAY

The typical salesperson at a television station in markets 1-99 is a 36-year-old woman who has been in the business six years, has been with her current station six years, is a college graduate, is one of eight salespeople and will likely stay with the station another six years. This profile comes from a survey conducted by University of Missouri School of Journalism professor Charles Warner and student James Spencer and is sponsored by the Television Bureau of Advertising and the Radio Advertising Bureau.

In markets 100+, the survey said, the typical salesperson is a 36-year-old man who has been selling for five years, has been with his current station five years, went to college, is one of six salespeople and will probably stay with the station for three-and-a-half years.

The typical television general sales manager in markets 1-99 is a male, age 42 with six years in the job and eight years with the company and is likely to be a college graduate.

Television stations, the study said, reimburse salespeople for expenses at a higher level than radio stations do. Television stations also are "less likely to have formal recognition programs and to use incentive payments for non-sales personnel than radio stations." Television sales executives also have fewer staff meetings during the week than do radio sales executives.

Sales staff turnover rates in television are lower than in radio. According to the study, "In general, television salespeople are more satisfied and professionally oriented than radio salespeople and are somewhat more sophisticated."

Television stations are not promoting minorities into sales management jobs in anywhere near the ratio they are hiring them as salespeople, the study said.

In salary, television pays mid-level salespeople 46% more than service industries. Most stations pay on a straight commission system, although television is more likely than radio to use a salary-plus-commission compensation plan.

With regard to other service industries, however, the television industry is "out-of-step with other industries in terms of its compensation practices." Broadcasters, the study said, should probably look for more effective ways to pay their salespeople.

TV stations are, according to the study, twice as likely to have the traffic manager report to the general sales manager as radio stations are. **-JF**

TV SALES STAFF PROFILE

	Markets 1-99	Markets 100+	All Markets
No. of Salespeople	8	6	7
% Female	50%	30%	39%
% Turnover	17%	28%	21%
% Minority	13	*	6
Average Age	36	36	36
Years in Job	6	5	5
Years With Co.	6	5	5

Compensation

	Markets 1-99	Markets 100+	All Markets
Top salesperson	$80,000	$52,000	$70,000
Middle salesperson	$51,000	$33,000	$45,000
Bottom salesperson	$30,000	$19,000	$26,000

*Less than 1%

Source: Survey conducted by University of Missouri School of Journalism and sponsored by the Television Bureau of Advertising and the Radio Advertising Bureau.

CBS TO SPIN OFF ST. LOUIS FM

To clear the way for its acquisition of WCCO-AM-TV-WLTE(FM) Minneapolis, CBS put its KLOU(FM) St. Louis on the block last week.

CBS's decision reflects settlements with two groups—the NAACP and Telecommunications Research and Action Center—that had objected to the Minneapolis deal at the FCC on grounds they violated the FCC rules prohibiting broadcasters from owning more than 12 FM stations and from owning an AM and TV in the same market. CBS, which now owns 12 FM's, had asked the FCC for waivers of the rules.

CBS has agreed to pay Midwest Communications $200 million for the Minneapolis stations, WFRV-TV Green Bay, Wis.; a regional cable sports network and some microwave facilities.

As part of its settlement with the NAACP, CBS agreed to work with the NAACP to incorporate an aggressive minority recruitment program for WLTE and strive to find a minority buyer for KLOU. CBS also agreed to pay NAACP $25,000 to cover legal expenses. "Everyone comes out a big winner in this case," said David Honig, counsel for NAACP.

CBS will also reimburse TRAC $25,000 for its expenses.

Still standing in the way of the deal: a third petition to deny filed by a permittee for an unbuilt UHF station, which is seeking access owned by Midwest and the licensees of the two other Minneapolis VHF stations.

tions Inc., licensee of WWSD(AM)-WFHT(FM) Quincy, Fla.; he is son of Ragan A. Henry, creator of Henry Family Trust and sole shareholder of US Radio, licensee of five AM's and seven FM's. Ragan Henry also heads Ragan Henry Broadcast Group. WKNF-FM has oldies format on 94.3 mhz with 1.82 kw and antenna 395 feet above average terrain. *Broker: Sailors & Associates.*

WGGO(AM)-WQRT(FM) Salamanca, N.Y. □ Sold by Altair Communications Inc. to Southern Tier Broadcasting Corp. for $709,000. Terms: $505,000 cash at closing and $204,000 five-year noncompete covenant. **Seller** is headed by Gary L. and Theresa J. Livingston, and has no other broadcast interests. **Buyer** is headed by David K. Cahn (33.3%), and has no other broadcast interests. WGGO has AC, oldies format on 1590 khz with 5 kw day. WQRT has 98.3 mhz with 1.6 kw and antenna 430 feet above average terrain.

KKON(AM)-KOAS(FM) Kealakekua, Hawaii □ Sold by Thomas M. Jones, receiver, to Visionary Related Entertainment Inc. for $405,000. Terms: $165,000 cash at closing; $10,000 escrow deposit and $230,000 promissory note at 9.5% for one year, principal due in eight years. **Seller** has no other broadcast interests. **Buyer** is headed by John Detz, and is licensee of KAOI-AM-FM Kihei-Wailuku, Hawaii. KKON is fulltimer with AC format on 790 khz with 5 kw. KOAS has light rock format on 92.1 mhz with 3 kw and antenna 2,052 feet above average terrain.

KKCY(FM) Colusa (Marysville-Yuba City), Calif. Sold by Monument Media Inc. to Phoenix Broadcasting Inc. for $390,000. **Seller** is headed by Mark Guidotti, and has no other broadcast interests. **Buyer** is headed by Gary Katz, and also owns KCEZ(FM) Corning (Chico/Redding), Calif. *Broker: William A. Exline Inc.*

WCKL(AM)-WQKZ(FM) Catskill, N.Y. □ Sold by Catskill Communications Inc. to Straus Communications in the Hudson Valley Inc. for $335,000 cash. **Seller** is headed by Felisa Vanoff, and has no other broadcast interests. **Buyer** is headed by Eric P. Straus (75%). Vice President R. Peter Straus (25%) is sole shareholder of Straus Communications in New York Inc., general partner in Straus Communications, licensee of WELV(AM)-WWWK(FM) Ellenville, N.Y., and is 29% shareholder of Straus Communications in Virginia Inc., licensee of WFTR-AM-FM Front Royal, Va. WCKL has AC format on 560 khz with 1 kw day. WQKZ has top 40 format on 98.5 mhz with 2.1 kw and antenna 393 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$223,500** □ **2**

FM's □ **$9,994,900** □ **9**

AM-FM's □ **$17,391,500** □ **6**

TV's □ **$0** □ **0**

Total □ **$27,609,900** □ **17**

Year to Date:

AM's □ **$69,850,999** □ **237**

FM's □ **$197,497,608** □ **248**

AM-FM's □ **$292,916,074** □ **181**

TV's □ **$926,854,400** □ **69**

Total □ **$1,487,119,081** □ **735**

For 1990 total see Jan. 7, 1991 BROADCASTING.

SOLD!

KGRX-FM, Phoenix (Globe), Arizona has been sold by **Daytona Group of Arizona, Inc.,** Norman S. Drubner, Principal to **G.G. International, LTD.,** Phil Glass, President.

Randall E. Jeffery
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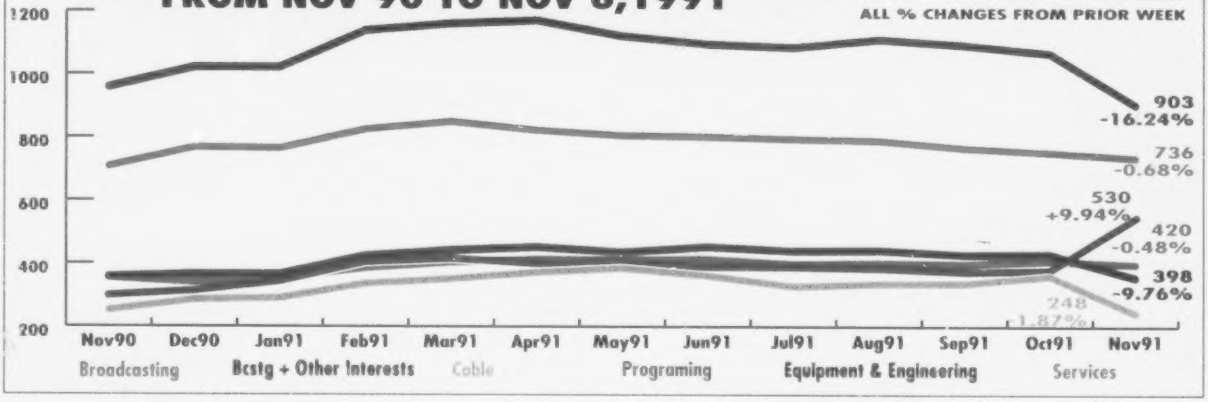
Broadcasting's By The Numbers

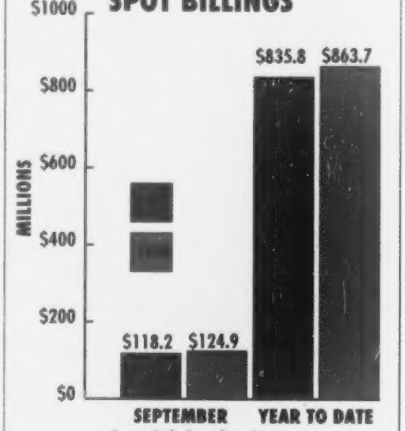
STOCK MARKET PERFORMANCE AVERAGES FROM NOV 90 TO NOV 6,1991

NASDAQ: 539.48 (+3.66%)
S&P: 459.71 (+0.84%)

ALL % CHANGES FROM PRIOR WEEK

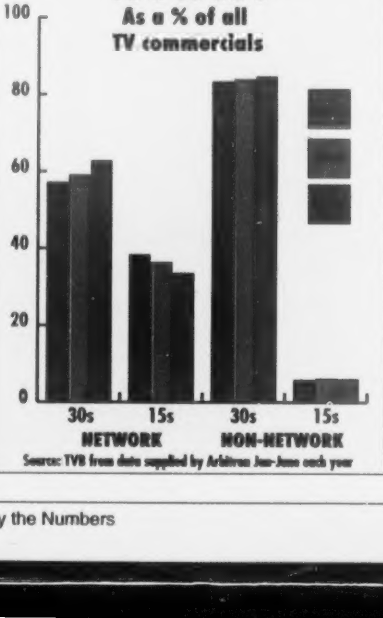


NATIONAL RADIO SPOT BILLINGS



Source: Radio Expenditure Reports

15's vs 30's
As a % of all TV commercials



Source: TVB from data supplied by Arbitron Jan-June each year

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,539	1,009	5,548
Educational FM	1,497	311	1,808
Total Radio	11,024	1,555	12,579
Commercial VHF TV	556	16	572
Commercial UHF TV	575	168	743
Educational VHF TV	124	4	128
Educational UHF TV	233	12	245
■ Total TV	1,488	200	1,688
VHF LPTV	230	149	379
UHF LPTV	738	794	1,532
■ Total LPTV	968	943	1,911
FM translators	1,878	363	2,241
VHF translators	2,701	79	2,658
UHF translators	2,338	320	2,658

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen, NCTA and Broadcasting's own research.

NOV 18

Broadcasting®

61st YEAR FIRST IN TELEVISION CABLE RADIO SATELLITE 1991 □ $2.95

❑ THE Q FACTOR IN PRIME TIME TELEVISION /3

❑ S.12 SIDELINED IN SENATE /10

❑ SYNDICATION'S NEW STARS: 'MARRIED,' 'FULL HOUSE' /24

MINNESOTA TAKEN BY STORM!!
DIGITAL 94.5 FM
KS95
ALWAYS 95 AND SUNNY.®
KS95-FM
KSTP-FM MINNEAPOLIS/ST. PAUL
REPRESENTED BY
McGAVREN GUILD RADIO
A DIVISION OF
HUBBARD BROADCASTING INC.
HB INC.

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#************** 5-DIGIT 20814
#010489884#C SEP92 BR462
SRI ACQ
CONGRESSNL INFO SRV          273
4520 EAST-WEST HWY
BETHESDA MD 20814
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WESTERN CABLE EXCLUSIVE

Myhren Looks at Cable From Multi-Media Point of View theory but merely by making a modest change in Section 111 of the Copyright Act."

MPAA's new position was unveiled during an organizational meeting last Wednesday (Nov. 13), called by the House Copyright Subcommittee, of industry groups looking at possible reform or repeal of the cable compulsory license (see page 59). The license, created by Congress in 1976, authorizes cable systems to retransmit local broadcast signals free and distant signals at fees set by the federal Copyright Royalty Tribunal (CRT).

The ultimate goal of Hollywood TV program producers, as elaborated by Fox Chairman and Chief Executive Officer Barry Diller, is repeal of the license (BROADCASTING, Oct. 28). Repeal would allow "cable systems and TV station broadcasters, networks, program producers and copyright owners all to freely bargain in a market unburdened by artificial government barriers," MPAA said in a written statement distributed at the meeting.

During an interim period (of unspecified length) before the license's repeal, MPAA proposes cable system payments, following the same procedure as distant-signal payments, to the CRT for retransmission of local signals. Hollywood producers would receive royalties from the local-signal payments for their programing, and broadcasters would receive royalties for their news and public affairs programs.

Preston Padden, Fox senior vice president, affiliate relations, endorsed the MPAA statement and said that it is fully compatible with Diller's earlier statements.

"There would be no cost to the federal government, since the apparatus [the CRT] is already in place to monitor, supervise and distribute the royalty fees paid by cable," the MPAA statement said.

The association did not say what percentage of the local-signal payments it believed should go to broadcasters and what percentage should go to Hollywood producers and major sports copyright holders. About 600 commercial TV broadcasters now carried on cable systems as distant signals receive about 5% of the approximately $200 million collected annually by the CRT. Those broadcasters are currently battling Hollywood to have their payments raised to 9% (see page 59). ■

This Week

Q FACTOR / 3

Assessments of program quality may vary, but network executives agree that the weak ad market is making the TV industry more sensitive to sponsor pressures.

S.12 DELAY / 10

Senate cable reregulation bill S.12, initially scheduled for debate last week, has been moved out of this congressional session in favor of pressing banking and unemployment bills.

SYNDIE SITCOM SUCCESS / 24

New syndication entries *Married...with Children* and *Full House* took the number two and three spots, respectively, in the October ratings. Other new entries are struggling.

MULTI-MEDIA VIEW / 46

Myhren interview (p.46)

As head of the Providence Journal Co., Trygve Myhren has expanded the newspaper company's presence in both broadcast and cable. All three are attractive businesses, he says in an exclusive "At Large" interview, but the greatest potential is in cable.

S-BAND TO SATELLITE DAB / 50

The recommendation that certain S-band frequencies be designated for satellite-based DAB has been greeted with cautious optimism by the radio industry, which sees the focus narrowing for terrestrial DAB.

LICENSE CHAT / 59

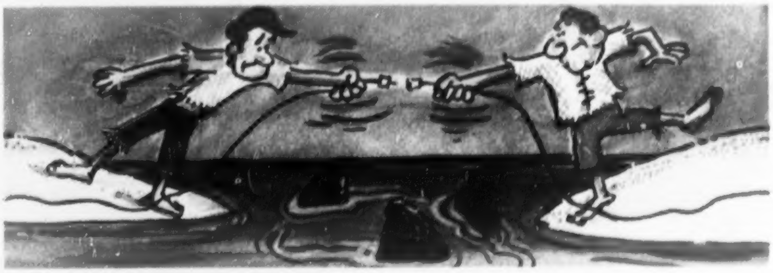
Broadcast, film and cable representatives met last week with House Copyright Subcommittee Chairman Bill Hughes to discuss the compulsory license. Not much of substance was raised, but subcommittee staff plan to set up working groups to focus on individual aspects of the issue.

MERGING TECH SHOWS / 66

Faced with costs as high as $1 million per exhibition, major manufacturers are asking professional groups to merge their shows into a few large ones. Some, like RTNDA and SMPTE, have followed suit, and combined shows could start in 1993.

CONTENTIOUS CABLE CAMPS TRY TO CONNECT / 42

MSO's and programers say their relationship has never been better, but a few contend that long-standing animosities are merely on hold pending the outcome of issues like tiering, program costs and regulation.



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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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At Deadline

DEBATE CONSORTIUM

In an unusual cooperative effort, seven national programing services—ABC, CBS, CNN, NBC, Fox, PBS and C-SPAN—last week unveiled plans to each present at least one prime time debate among Democratic presidential candidates.

QUELLO STAYING ON

FCC Commissioner James Quello, with the backing of the agency's general counsel, refused last week to recuse himself from consideration of the lowest-unit-charge complaint against WXIA-TV Atlanta. The Georgia politicians who filed the complaint said he betrayed bias in speeches. Quello dismissed the charge as "obviously frivolous."

PBS COMPRESSION PLAN

PBS will use the combination of digital video and Ku-band technologies to more than quadruple its current satellite channel offerings to every school in the nation in 1993.

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FOURTH GOES FIRST: FOX TO AIR CONDOM ADS

By Joe Flint

Two weeks ago, Fox Broadcasting quietly decided it would accept paid commercials for condoms, making the incipient network the first of the four to do so. That decision became national news last week in the wake of Los Angeles Laker star Earvin (Magic) Johnson's announcement that he had contracted the HIV virus. Fox never actually made an official announcement on its change of policy. Word got out when *The Los Angeles Times* called the network to say it was doing an editorial on the broadcast networks' reluctance to air condom ads and Fox said it had recently changed its policy.

LifeStyles
LifeStyles®
CONDOMS

Fox is willing to air condom spots but is said to be reluctant to show the packages.

In fact, many were expecting Fox to air its first condom ad on last Thursday's episode of *Beverly Hills 90210*, but it was not to be. Carter-Wallace Inc., manufacturer of the Trojan brand of condoms, was said to have had an ad ready for air but the network was concerned because the ad in question showed a box of Trojans. While at least some affiliates were anticipating a commercial, Fox said no ad was ready to air. Andi Sporkin, Fox spokeswoman, said the network had received two condom spots so far that are currently in the review process.

Fox first reconsidered changing its ad policy on condoms about six months ago even though it had been some three years since Fox had been approached by any condom manufacturers about advertising, according to Sporkin. Since then, a manufacturer came to Fox and the network said it would present condom spots that focused on disease prevention.

Fox affiliates contacted by BROADCASTING generally supported the network's decision. Said Kevin O'Brien, vice president and general manager, KTVU(TV) San Francisco, and chairman, Fox affiliate board: "Personally and professionally, it is the right decision at the right time."

O'Brien said that since Fox's decision became public, the network has received a majority of supporting calls. "Hopefully," O'Brien said, "we will do some good."

Royce Yudkoff, managing partner, ABRY Communications, which owns two Fox affiliates, described the decision as "responsible and progressive." He is also aware of the potential viewer backlash: "It is a legitimate point of view not to want those ads aired; also, they are my customers."

Spots, said John Fignar, vice president and general manager, WNAC-TV Providence, R.I., can be pre-screened and covered by stations if they feel the spots are not appropriate for their markets. Fignar was concerned about how his market, which he estimated to be 65% Catholic, would react to condom ads.

It is concern about viewer backlash that is keeping ABC, NBC and CBS from airing condom spots. NBC said it would discuss the issue with its affiliates board at its meeting in December but plans no immediate changes. All three networks said their owned-stations are free to carry condom ads if they choose.

Whether Fox's decision means they will be barraged with condom ads remains to be seen. Executives at the other networks have said that in the past, condom manufacturers have shown no great desire to advertise on television and may not want to be limited to spots focusing on disease.

Also, until the first condom spot is aired, no one can predict what the backlash will be. Perhaps one reason Fox chose to keep its change of policy quiet as long as it did was so it could test the waters in select markets. Now everyone is waiting and watching. ■

In any case, the Oct. 17 meeting set forth a clear message by Georgia legislators, who exercise significant control over GPTV funding. The state each year contributes about $6.1 million to the organization, representing 42% of its annual budget.

"I find it pretty frightening that a state system is being threatened, given the range of programing that they do day in and day out, year in and year out," said Weiss. "I would hope that when other public TV stations hear about this that they find some way to go on the record opposing this kind of intimidation. I think it's really important to the system to say this is unacceptable."

The Georgia activity marked the latest chapter in the ongoing controversy over *P.O.V.* PBS stations covering about 70% of the country chose to air *Tongues Untied* last July, and the program has prompted substantiated viewer complaints to the FCC (a declaration that the program is obscene is unlikely given the stiff tests set forth by the Supreme Court, particularly since the program aired after 8 p.m. on stations across the country). In August, PBS called upon *P.O.V.* to pull a documentary criticizing the Roman Catholic Church, *Stop the Church*, anticipating viewer backlash.

P.O.V.*'s controversial *Tongues Untied

Despite the controversies, *P.O.V.* scored high marks last season from many of the nation's TV critics. *The Atlanta Constitution* last July applauded public TV stations WPBA-TV and WGTV-TV for airing the award-winning *Tongues Untied*, which the newspaper called "a work of high purpose."

A new work by *Tongues Untied*

SYNDICATION UPDATE

Power of magic

The appearance of Earvin "Magic" Johnson on *The Arsenio Hall Show*, syndicated nationally by Paramount Domestic Television, propelled the hour talk show's Nov. 8 airing to ratings victories in the nation's top markets. In Los Angeles, where Johnson retired as a star point guard for Lakers after testing positive for the HIV virus, independent KCOP-TV won the 11 p.m. time period with an 11.6 rating/30 share (NSI, Nov. 8). Closer to Johnson's home town of Lansing, Mich., WJBK-TV Detroit pulled off a major programing coup by double-running *Arsenio* and winning both time periods. First, the station preempted its 10 p.m. programing to air *Arsenio*, winning with a 13.8/23. Then, in its normal 12:30 a.m. time period, the program scored a top-ranked 9.2/29. In all, *Arsenio* scored a 23 cume rating for the evening.

In a number of other major markets, *Arsenio* easily won its late night slot, with WWOR-TV New York posting 11.2/27; WBBM-TV Chicago, 6.8/19; WCPO-TV Cincinnati, 15.3/37; and WCGV-TV Milwaukee, 5.5/16.

Monahan to MGM

MGM Domestic Television Distribution has named Edward R. Monahan vice president of the company's New York-based Eastern division sales office. MGM has also established a new Central division sales office in Chicago, naming Noranne Frisby vice president of the division. The move follows the recent formation of a Southeast region sales office in Atlanta, headed by Robert Greenstein. Frisby and Greenstein will oversee all movie and program sales, most notably the slated off-network launches of dramas *thirtysomething* and *In the Heat of the Night*.

NSS Pocketpiece

(Following are Nielsen's top syndicated shows for week ending Nov. 3. Numbers represent aggregate rating average/stations/coverage)

1. Wheel Of Fortune	14.4/222/98
2. Jeopardy	12.3/216/96)
3. Star Trek	12.3/243/98
4. Oprah Winfrey Show	10.8/223/99
5. Wheel of Fortune'	9.0/189/84)
6. Entertainment Tonight	8.8/183/96
7. Current Affair	8.4/171/92
8. Cosby Show	8.2/207/98
9. Universal Debut Net.	7.7/159/93
9. WKRP In Cincinnati	7.7/245/99
11. Married...With Children	7.2/167/94
12. Donahue	7.1/229/99
13. Inside Edition	6.5/124/96
14. Magic II	6.0/159/90
15. Hard Copy	5.8/169/92
Included but not ranked:	
World Wrestling Federation	6.1/208/96.

MONEY talks

GGP has cleared *America's Best College Buys: How To Find Them, How To Finance Them* on 160 stations representing 80% coverage. The hour-long special is produced in association with Time Warner-owned *MONEY* magazine. Cleared stations to date include WABC-TV New York, KCBS-TV Los Angeles, KRON-TV San Francisco, WHDH-TV Boston and WOIO-TV Cleveland. *America's Best College Buys* is being fed to stations through Nov. 24 and is available on an even 6 1/2 minute local/national barter split.

The karaoke

Pioneer Laser Entertainment has signed a deal with First Media Entertainment to co-produce *Karaoke Showtime*, planned as an hour-long TV special and subsequent series of weekly half-hour game shows for syndication in 1991-92. Len DePanicis, vice president of program development at First Media, created a similar hour-long karaoke show titled *Be A Star* that aired on First Media-owned WCPX-TV Orlando. He will serve as executive producer on the new series.

Cartoon count

Promark clearances for *Christmas Cartoon Classics* represent 83% U.S. coverage, including 23 of the top 25 markets, for a five-week broadcast window triggering Nov. 23. The hour-long *Cartoon Classics* features holiday-themed cartoons from the 1940's.

Broadcasting's Ratings Week ■ Nov 4-10

	ABC	CBS	NBC	FOX
MONDAY	14.4/22	17.2/26	15.7/24	NO PROGRAMING
8:00	60. MacGyver 9.6/15	21. Evening Shade 16.1/24	29. Fresh Prince 15.0/23	
8:30		7. Major Dad 17.9/26	42. Blossom 12.7/19	
9:00	18. NFL Monday Night Football—NY Giants at Philadelphia Eagles 16.3/26	5. Murphy Brown 19.0/27	14. NBC Monday Night Movies—The Gambler Returns: Luck of the Draw Pt. 2 16.6/25	
9:30		8. Designg Wmn 17.8/25		
10:00		20. Northern Exposure 16.2/26		
10:30				
TUESDAY	17.0/26	12.8/19	12.5/19	NO PROGRAMING
8:00	11. Full House 17.1/26	31. Rescue: 911 14.5/22	54. I'll Fly Away 11.0/17	
8:30	16. Home Improvemt 16.4/24			
9:00	2. Roseanne 20.4/30	48. CBS Tuesday Night Movie—Posing: Three Real Stories 11.9/18	36. In the Heat of the Night 13.7/20	
9:30	13. Coach 16.9/25			
10:00	26. Barbara Walters Special 15.5/25		42. Law and Order 12.7/21	
10:30				
WEDNESDAY	15.6/25	10.6/17	13.4/21	NO PROGRAMING
8:00	42. Dinosaurs 12.7/20	60. Brooklyn Bridge 9.6/15	9. Unsolved Mysteries 17.4/27	
8:30	33. Wonder Years 14.4/22			
9:00	14. ABC Movie Special—False Arrest, Pt. 2 16.6/27	56. Jake and the Fatman 10.4/16	36. Night Court 13.7/21	
9:30			52. Seinfeld 11.7/18	
10:00		50. 48 Hours 11.8/20	58. Quantum Leap 10.0/17	
10:30				
THURSDAY	8.7/14	11.0/17	16.6/26	12.5/19
8:00	75. Pros and Cons 7.4/11	46. Top Cops 12.3/19	18. Cosby 16.3/25	35. Simpsons 13.8/21
8:30			12. A Diffnt. World 17.0/26	65. Drexell's Class 9.1/14
9:00	72. FBI: Untold Stories 8.2/12	66. Trials of Rosie O'Neill 9.0/14	4. Cheers 19.8/30	38.Beverly Hills 90210 13.6/21
9:30	66. American Detect. 9.0/14		23. Wings 15.9/24	
10:00	58. Primetime Live 10.0/17	52. Knots Landing 11.7/19	28. L.A. Law 15.3/25	
10:30				
FRIDAY	14.6/25	6.9/12	9.8/17	5.8/10
8:00	27. Family Matters 15.4/27	85. Perfect Crimes 5.5/9	40. Matlock 13.1/22	80. America's Most Wanted 6.8/12
8:30	31. Step By Step 14.5/24			
9:00	39. Perfect Strngrs 13.3/23	64. Carol Burnett Show 9.2/16	79. Flesh 'n' Blood 7.0/12	89. Best of the Worst 4.8/8
9:30	47. Baby Talk 12.1/21		74. Dear John 7.8/14	89. Totally Hiddn Video 4.8/8
10:00	22. 20/20 16.0/29	84. Face to Face with Connie Chung 5.9/11	69. Reasonable Doubts 8.9/16	
10:30				
SATURDAY	7.3/13	9.3/16	16.1/28	5.0/9
8:00	71. Who'stheBoss? 8.3/14	63. CBS Saturday Movie—Above the Law 9.5/16	10. Golden Girls 17.2/29	82. Cops 6.7/12
8:30	76. Growing Pains 7.3/12			80. Cops 2 6.8/12
9:00	83. TheYoung Riders 6.3/11		3. Empty Nest 20.2/34	91. Charlie Hoover* 3.6/6
9:30			6. Nurses 18.1/31	92. Get A Life* 3.0/5
10:00	73. The Commish 7.9/15	70. P.S. I Luv U 8.8/17	50. Sisters 11.8/22	
10:30				
SUNDAY	14.0/21	17.4/26	10.6/16	8.5/13
7:00	57. Life Goes On 10.2/16	1. 60 Minutes 21.8/34	86. Adv Mark & Brian 5.3/8	77. True Colors 7.1/11
7:30			87. Eerie, Indiana 5.2/8	77. Parker Lewis 7.1/11
8:00	30. Am Fun Home Vid 14.7/22	16. Murder, She Wrote 16.4/24	55. Unsolved Mysteries 10.6/16	48. In Living Color 11.9/18
8:30	33. Am Fun People 14.4/21			66. Roc 9.0/13
9:00	24. ABC Sunday Night Movie—Wife, Mother, Murderer 15.6/24	24. CBS Sunday Movie—My Son Johnny 15.6/24	42. NBC Sunday Night Movie—The Return of Eliot Ness 12.7/19	40. Married w/Childn 13.1/19
9:30				60. Herman's Head 9.6/14
10:00				88. Sunday Comics 4.9/8
10:30				
WEEK'S AVGS	13.1/21	12.4/20	13.4/21	8.1/13
SSN. TO DATE	12.1/20	14.1/23	12.7/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WHO-AM-TV and KLYF(FM) Des Moines, Iowa, and KFOR-TV Oklahoma City, Okla. □ Sold by Palmer Communications Inc. to Hughes Broadcasting Partners for undisclosed price; industry sources estimate price at $70 million. **Seller** is headed by William J. Ryan, and also owns WNOG(AM)-WCVU(FM) Naples, Fla. **Buyer** is headed by Paul Hughes, and is backed by VS&A Communications Partners L.P. and Smith Barney Investors L.P. Hughes Broadcasting also owns WOKR(TV) Rochester, N.Y., and holds approximately 5% limited partnership interest in Narragansett Radio Ltd., licensee of WYNK-AM-FM Baton Rouge, KEZO-AM-FM Omaha and KAYI(FM) Musgokee, Okla. WHO(AM) is fulltimer with MOR format on 1040 khz with 50 kw. WHO-TV is NBC affiliate on ch. 13 with 316 kw visual, 47.9 kw aural and antenna 1,970 feet above average terrain. KLYF has AC format on 100.3 mhz with 100 kw and antenna 1,700 feet above average terrain. *Broker: Howard Stark.*

WGHP-TV High Point, N.C. Sold by Taft Broadcasting Co. to Great American Communications for approximately $27 million plus working capital and forgiveness of some debt by affiliate of Great American. **Seller** is headed by Dudley Taft, and is also selling majority control of WPHL-TV Philadelphia (see below). **Buyer** is headed by George E. Castrucci, and recently sold WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis ("Changing Hands," Oct. 14), and is licensee of nine AM's six FM's and five TV's. WGHP-TV is ABC affiliate on ch. 8 with 316 kw visual, 63.1 kw aural and antenna 1,270 feet above average terrain.

WPHL-TV Philadelphia □ Sold by Taft Broadcasting Co. to Tribune Broadcasting Co. for $19 million in preferred stock and warrants to buy majority of common stock. **Seller** is headed by Dudley Taft, and is also selling WGHP-TV High Point, N.C. (see above). **Buyer** headed by James Dowdle, and owns 2 AM's, 2 FM's and 6 TV's. It also operates Tribune Entertainment Co. WPHL-TV is independent on ch. 17 with 2340 kw visual, 300 kw aural and antenna 1,313 feet above average terrain.

WTTB(AM)-WGYL(FM) Vero Beach, Fla. □ Sold by Development Specialists Inc. to Treasure Coast Broadcasting Co. for $4.445 million cash. **Seller** is headed by William A. Brandt Jr., receiver, and is also licensee of WQRC(FM) Barnstable, Mass., which is also being assigned. **Buyer** is headed by Stephen D. Seymour, who also has interests in licensee of WCKT(FM) Lehigh Acres, Fla. WTTB is fulltimer with news-talk format on 1490 khz with 1 kw-U. WGYL has easy listening format on 93.5 mhz with 1.3 kw and antenna 475 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ $198,000 □ 1
FM's □ $2,600,000 □ 5
AM-FM's □ $8,387,500 □ 6
TV's □ $116,000,000 □ 6
Total □ $127,185,500 □ 18

Year to Date:

AM's □ $70,048,999 □ 238
FM's □ $200,097,608 □ 253
AM-FM's □ $301,303,574 □ 187
TV's □ $1,042,854,400 □ 75
Total □ $1,614,304,581 □ 753

For 1990 total see Jan. 7, 1991 BROADCASTING.

WAYP(FM) Holmes Beach (Sarasota-Bradenton), Fla. □ Sold by 98.7 Partnership to Alpalm Broadcasting Corp. for $2.3 million. **Seller** is headed by C.E. Pierce, managing partner, and has no other broadcast interests. **Buyers** are Norman R. and David E. Alpert, father and son, who are also licensees of WAVV(FM) Marco (Ft. Myers), Fla. WAYP is allocated to 98.7 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Stan Raymond & Associates Inc.*

KGRX(FM) Globe, Ariz. □ Sold by Daytona Group of Arizona Inc. to G.G. International Ltd. for $750,000 cash. **Seller** is headed by Steve L. Ditman. Licensee is 100% owned by Norman S. Drubner, who also owns KRRC(AM)-KXYQ(FM) Salem, Ore., and KZRQ(AM)-KIVA(FM) Santa Fe, N.M. **Buyer** is headed by Philip L. Glass (100%), and has no other broadcast interests. KGRX has jazz-rock format on 100.3 mhz with 15 kw and antenna 2,047 feet above average terrain.

WKRT(AM)-WNYP(FM) Cortland, N.Y. □ Sold by Sun Radio Broadcasting Inc. to Northstar Broadcasting Corp. for $1.1 million. Terms: $500,000 cash at closing and $600,000 five-year promissory note at 10%, plus consulting and noncompete agreements. **Seller** is headed by Emanuel Gerard, and has no other broadcast interests. **Buyer** is headed by Jeffrey D. Shapiro and Bruce G. Danziger (each 33.3%), and is controlling stockholder of licensee of WNCQ(AM)-WCIZ(FM) Watertown, N.Y. Shapiro also owns 12.3% interest in licensee of WTSV(AM)-WHDQ(FM) Claremont, N.H. WKRT has oldies format on 920 khz with 1 kw day, 500 w night. WNYP has CHR format on 99.9 mhz with 24 kw and antenna 710 feet above average terrain.

SOLD!

KSJX-AM/KSJO-FM, San Jose, California has been sold by **Narragansett Broadcasting Company of California, Inc.,** to **BayCom Partners, L.P.,** Jack McSorley and Ed Canty, Principals.

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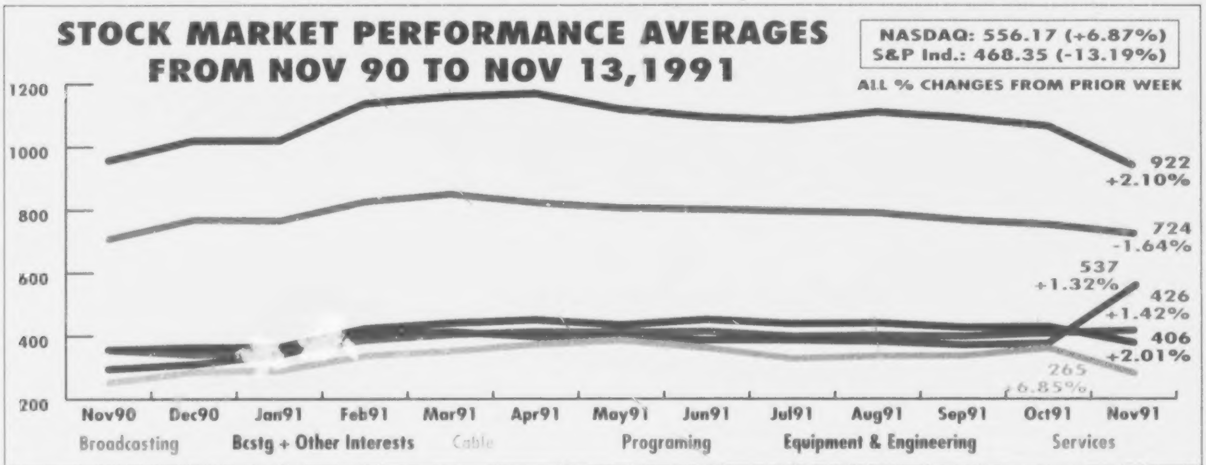
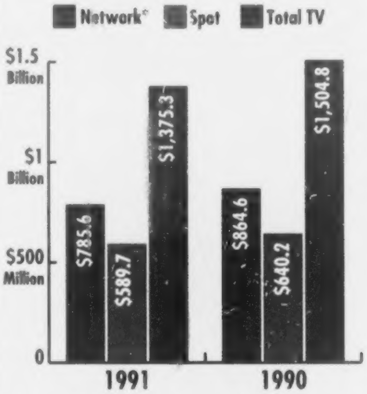
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM NOV 90 TO NOV 13,1991



LEADING TV ADVERTISERS

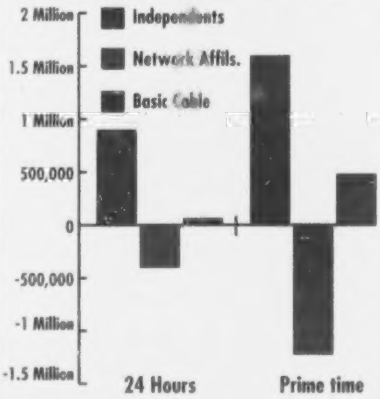
First half1991 vs.1990
Auto Companies and Dealers



Source: Television Bureau of Advertising.
* Includes national syndicated advertising.

CHANGES IN AVERAGE DELIVERY/TOTAL HH

Oct. '90-Aug.'91 vs. Oct. '89-Aug.'90



Source: Cablevision Advertising Bureau

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,539	1,009	5,548
Educational FM	1,497	311	1,808
Total Radio	11,024	1,555	12,579
Commercial VHF TV	556	16	572
Commercial UHF TV	575	168	743
Educational VHF TV	124	4	128
Educational UHF TV	233	12	245
■ Total TV	1,488	200	1,688
VHF LPTV	230	149	379
UHF LPTV	738	794	1,532
■ Total LPTV	968	943	1,911
FM translators	1,878	363	2,241
VHF translators	2,701	79	2,658
UHF translators	2,338	320	2,658

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses † Penetration percentages are of TV household universe of 93 1 million [1] Construction permit [2] Instructional TV fixed service [3] Studio-transmitter link Source Nielsen NCTA and Broadcasting s own research

C 1858-M

NOV 25

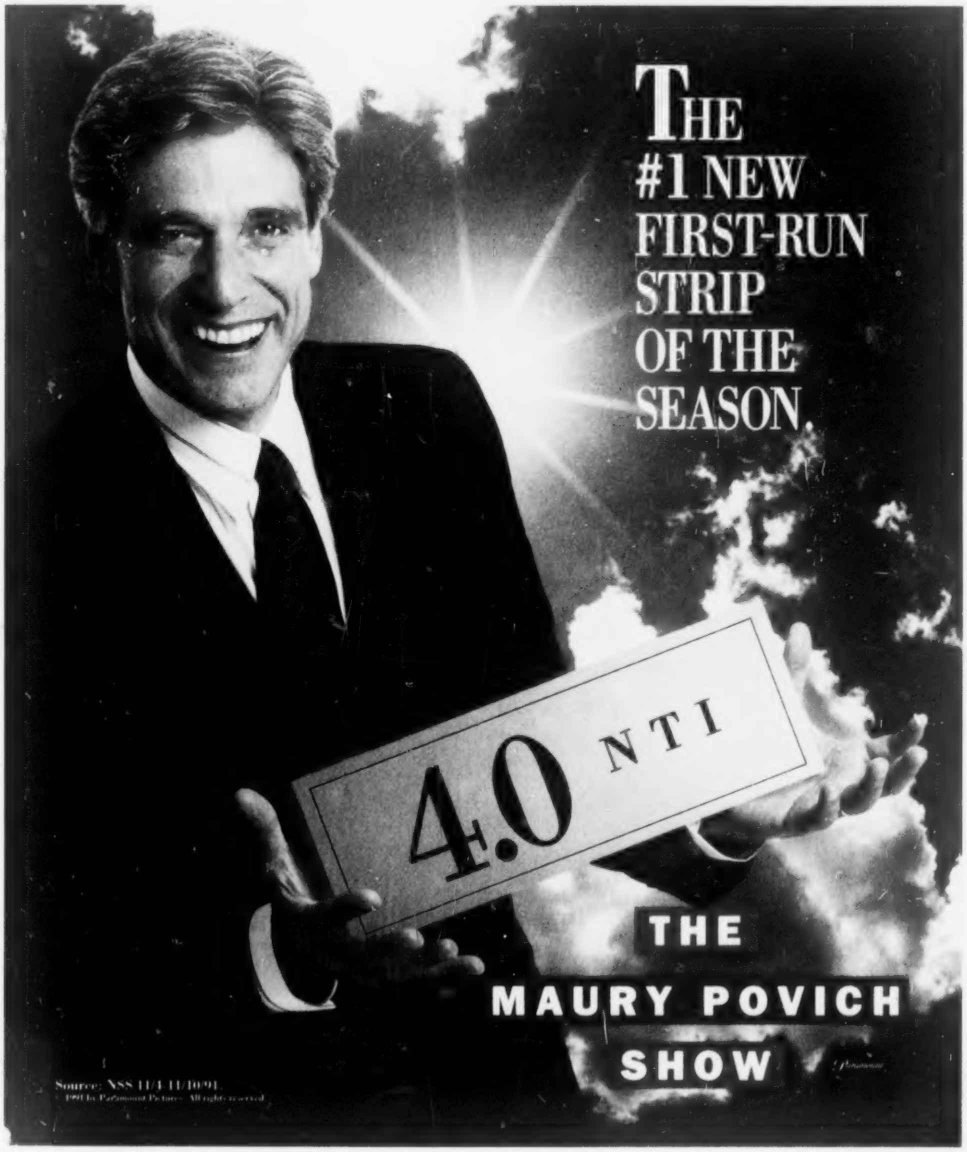
Broadcasting®

61st YEAR FIRST IN TELEVISION CABLE RADIO SATELLITE 1991 □ $2.95

☐ FOXPLEXING: DUAL REVENUE STREAMS FOR BROADCASTERS? /4

☐ TV CONSORTIUM IS FIRM GO FOR '93 /14

☐ BROADCASTERS TO FCC: BEST RULES ARE NO RULES /16


THE #1 NEW FIRST-RUN STRIP OF THE SEASON.
4.0 NTI
THE MAURY POVICH SHOW

Source: NSS 11/4-11/10/91.

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ALL SPORTS SPECIAL page 38

47
#*************** 5-DIGIT 20814
#01043938 4#C SEP92 BR472
SRI ACQ
CONGRESSNL INFO SRV 275
4520 EAST-WEST HWY
BETHESDA MD 20814

along with KPDX(TV) Vancouver, Wash. (Portland, Ore.), and WEVV(TV) Evansville, Ind.—as three stations that expressed interest last week in participating in the test.

One example of how the channel would be programed is for the 8-10 p.m. block of network programing to be repeated on FoxPlex at 10 p.m.-midnight, and then perhaps again the next morning and next afternoon. The gaps between network programing will be filled by library product aired on FoxNet, the satellite feed delivered to cable systems not served by a broadcast affiliate. FoxNet will likely serve as the foundation feed for FoxPlex, with network programing videotaped off the broadcast feed inserted into the mix.

The same advertisers, both local and national, would appear in the repeat airings, with Fox and its affiliates selling time based on the cumulative rating after FoxPlex is rolled out nationally.

Others in the industry were not quite sure what to make of the Fox plan. "I think it will hurt them," said Bart McHugh, senior vice president, DDB Needham. "There's nothing intrinsically wrong with buying a cume rating...but this seems like a form of fractionalization."

Affiliates from other networks were also unsure what the plan would mean for Fox or themselves if their networks did something similar. If it were NBC, "I would not like it. It's another challenge to over-the-air," said WBZ-TV Boston Vice President and General Manager John Spinola. But he also acknowledged the plan could have some positives.

NBC and ABC both have interest in additional channels but seem to be concentrating on creating them within the broadcasting realm. Both are working to repeal the dual network rule, which would allow them to program additional broadcast channels. If repealed, the networks appear to want to create additional programing rather than time-shift existing schedules.

"If you're a broadcaster today, what you don't want to do is remain a single channel provider in a multichannel world," said Padden. Having more "shelf space," he said, should help Fox increase audience share, good for both the network and its affiliates. "If you accept that spreading across more shelf space is necessary, it follows that you will be competing with yourself," said Padden, noting that more available viewing of a program should lead to higher ratings. ■

This Week

FOXPLEX PLAN / 4

A plan by Fox Broadcasting Corp., announced at the Western Show, to offer a time-shifted cable channel of its network's (and perhaps its affiliates') programing would, for the first time, provide a dual revenue stream for broadcasters.

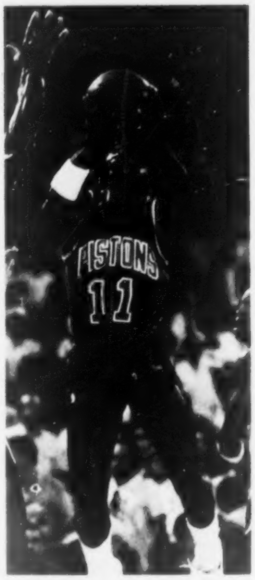
BARTER MATTERS / 26

Warner Bros. has confirmed that, despite receiving firm cash offers from several markets, it is offering its popular *Family Matters* for fall 1993 on an all-barter basis.

MORE VIEW, LESS PAY / 35

Pay per view's pie-in-the-sky profit promises have run smack into the face of revenue reality: reports from the Western Show suggest that, in the 150-channel future, more and more PPV channels will bring in less and less revenue.

SPECIAL REPORT: GOOD SPORTS / 38



All sports report (p.38)

Network executives, toting up big losses on TV sports contracts, appear ready to play hardball on rights negotiations. Facing the networks' growing willingness to simply sell their air time to sports promoters or to pass on deals outright, the major leagues are expected to moderate their rights charges.

RADIO OPEN TO CONDOM ADS / 46

Radio networks, reps and operators, like their TV counterparts, are re-evaluating their positions on condom ads. The concern, they say, is that the emphasis be on safe sex rather than sex.

THE WESTERN SHOW
TELEVISIONARY

The news from Anaheim: FoxPlexing (p.4), PPV (p.35)

TV PAY LAG / 50

A survey of TV station salaries shows annual increases for most positions haven't kept pace with inflation. Only news directors and anchors beat the high cost of living.

INTANGIBLE BENEFITS / 54

Worried that a House bill designed to simplify reporting of government licenses and other intangible assets could increase the cable industry's tax burden, the NCTA is hoping to push through changes that could instead provide significant tax relief. Its goal: extend the 14-year amortization period to government licenses of all durations.

DOUBLE TROUBLE / 57

Improper uplinking of video is the culprit behind two-thirds of satellite interference problems, an FCC official says, but new rules requiring uplinkers to encode their signals with identifiers—so they can be quickly contacted if they're using the wrong transponder—have cut down on double imaging and ghosting.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting®* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office

Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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At Deadline

MEIDEL TO TWENTIETH

Confirming BROADCASTING reports ("Closed Circuit," July 22, Nov. 18), Twentieth Television has named R. Gregory Meidel president, domestic television. Meidel, executive VP-general sales manager at Paramount Domestic Television, will report to Twentieth Chairman Lucie Salhany. Replacing Michael Lambert, Meidel assumes new post in February, overseeing all syndication operations for Twentieth's first-run and off-network syndicated programs.

CURTAINS FOR CARTOONS

NBC is said to be ready to announce as early as next week that it will get out of the Saturday morning cartoon business in the fall of 1992, as expected (BROADCASTING, Oct. 21). Affiliate sources said among the more likely replacements is a Saturday edition of the *Today* show, which has been in active development.

For other late-breaking news, see "In Brief," page 80.

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CBS hopes its multimillion dollar ad campaign will brighten its Olympic prospects.

CBS loss on Olympics may be exaggerated

Predictions that network will lose $50 million being questioned; network ad time 83% sold; local sales brisk

By Rich Brown

Doomsayers are predicting network losses of more than $50 million on CBS's upcoming coverage of the 1992 Albertville winter Olympics (Feb. 8-23). But a number of affiliates are reporting brisk local sales on the package, and at least one analyst said the network could end up not reporting a loss on the deal.

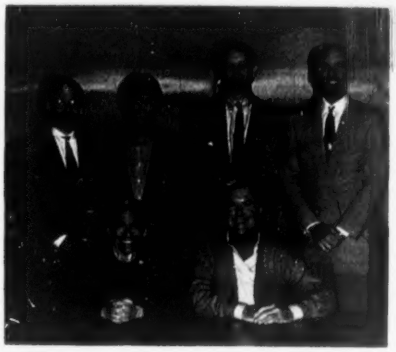
Jessica Reif, an analyst with Oppenheimer & Co., said the fact that CBS did not write off any Olympics dollars on its recent $322 million 1992-1993 sports write-down might indicate network optimism.

"It was just too strange that they wouldn't take it when they had the opportunity," said Reif. "I think somehow, on a reported basis, they're just not going to show it."

Nevertheless, ad agency executives such as Jon Mandel of Grey Advertising in recent weeks have predicted losses of more than $50 million on the CBS Olympics package. They say making up the dollars might prove difficult for the network, which has already paid $243 million in rights fees on the package and will have to absorb additional millions in production costs to cover the games. On top of those costs are the problems associated with the persistent advertising slump, which has already hit CBS Sports hard on its Major League Baseball and National Football League contracts. Losses from those two $1.06 billion contracts total $604 million.

To attract advertisers, CBS Sports is offering ratings guarantees on about 60% of its Olympics schedule, according to one agency executive. The network is guaranteeing a 17 rating in prime time and about a 10 rating on weekend daytime, he added. The network has also expanded the amount of commercial avails per hour by one minute, bringing the total Olympics inventory to 10.5 minutes per hour. CBS Sports executives last week would not comment on Olympics sales, other than to say that advertising was 83% sold out.

On the local side, a number of CBS affiliates are reporting brisk local sales on the network's upcoming Olympics coverage. CBS affiliate KFMB-TV San Diego, for example, has firm and pending commitments representing about 70% of its total 838 local available Olympics spots. Prime time spots represent 264 of that total;



All smiles at a press conference last week announcing the all-barter offering of 'Family Matters' were (seated, l-r) program's executive producers Bob Boyett and Tom Miller (in association with Lorimar), backed by (standing, l-r) Dick Robertson, president, Warner Bros. Domestic Television Distribution; Scott Carlin, senior VP, sales, WBDTD; Leslie Moonves, president, Lorimar Television, and Barry Meyer, executive VP, Warner Bros. Inc.

bottom line. In weighing the two [cash and barter], we believe we can do materially better'' through barter.

''For us, as producers, it has always been disconcerting that people would pay so much for a sitcom,'' Bob Boyett added. ''Yes, everyone came out money-wise, but didn't come out performance-wise with the product. Barter will shift the emphasis to performance. If [*Family Matters*] doesn't work after two years, get it off. We're confident enough to believe *Family Matters* has strong enough legs to go well beyond the initial two years of barter.'' ■

'LOVE LIFE' PICKS UP SUITORS

Gamedy from Viacom Katz clears 25% of country

By Steve McClellan

How's *Your Love Life?*, the first show from the Viacom Katz consortium, has been picked up by stations covering about 25% of the country, including the United Chris Craft station group, WWOR-TV New York and KUSI(TV) San Diego.

The United Chris Craft stations clearing the show include KCOP(TV) Los Angeles, KBHK(TV) San Francisco, KMGP(TV) Minneapolis, KUTP(TV) Phoe-

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SYNDICATION UPDATE

TERENZIO TO 'AFFAIR'

John Terenzio has been named executive producer of Twentieth Television's syndicated strip, *A Current Affair*, filling the vacancy created by the departure of Anthea Disney to editor of *TV Guide* in September. Ian Rae, executive vice president of news for the Fox O&O stations, had been serving as interim producer of *Current Affair*. Terenzio, a 15-year veteran broadcast journalist, was most recently executive producer of NBC's weekend *Nightly News* and NBC News specials. He was also vice president of ABC prime time news specials prior to joining NBC.

FIGHTING CLEARANCES

SNI Sports Network has cleared *The Legend Sports of Notre Dame*, a pair of 90-minute specials, on 110 stations covering over 73% of the U.S. Its current broadcast window, which runs through Dec. 31, has averaged a 5 rating (NSI) in Nielsen metered markets, according to an SNI spokeswoman. Cleared on NBC O&O's WNBC-TV New York, KNBC-TV Los Angeles and WMAQ-TV Chicago to tie-in with NBC's exclusive broadcast rights contract for Notre Dame football games, the special, featuring Fighting Irish gridiron history, is being offered on a 10 minute local/10 minute national barter split. SNI, an independent St. Louis-based sports programing syndicator, will also be offering *Billy Packer's College Basketball*, a 10-episode series on NCAA basketball triggering Jan. 18, 1992 (cleared in 95 markets) and six hour-long *Hale Irwin's Golf in America* specials set to debut in March 1992.

NSS Pocketpiece

(Nielsen's top ranked syndicated shows for the week ending Nov. 10. Numbers represent aggregate rating average/ctations/% coverage)

1. Wheel Of Fortune	14.7/222/98
2. Star Trek	13.4/244/98
3. Jeopardy	12.5/216/98
4. Oprah Winfrey Show	11.2/223/99
5. Entertainment Tonight	9.8/183/96
6. Current Affair	8.9/171/93
6. Wheel of Fortune (Wknd)	8.9/193/85
8. Cosby Show	8.3/207/98
9. WKRP In Cincinnati	8.2/241/98
10. Married...With Children	7.6/167/93
11. Donahue	7.2/230/99
12. Inside Edition	6.9/124/87
13. Hard Copy	6.5/169/92
14. A Current Affair Extra	5.1/169/91
15. Love Connection	5.1/188/94

TROOP CARRIERS

Claster Television reports that 121 CBS affiliates and 82 Fox affiliates aired special two-part episodes of *G.I. Joe—The Greatest Evil*, half-hour specials tied to the 1991 National Red Ribbon Anti-Drug Campaign. As part of the campaign, Claster also offered a second barter-free run of the episodes to the 100 client stations (mostly independents) that already carry the *G.I. Joe* animated series. Of these, 49 stations ran the specials, representing 51% of the country.

DIC DEALS

DIC Enterprises signed a series of distribution deals last week on four individual series with three different syndicators for distribution in fall 1992. Bohbot Communications has picked up distribution of *Inspector Gadget and Goo Goo*, in which DIC is adding newly produced three-minute animated segments to its preexisting library of 65 off-first-run syndication episodes. DIC has also optioned distribution rights to *Captain N: The Game Master*, 63 off-network episodes of the series currently airing on NBC's Saturday morning lineup. LBS Communications has picked up fall 1992 distribution rights to 13 half-hour episodes of *ProStars!* and a yet-to-be named companion half-hour from DIC's series library for 1992-93 weekly first-run distribution.

ZOO TIME

Litton Syndication will be offering the half-hour weekly, *Zoo Life with Jack Hanna*, on a straight barter basis beginning in April 1992. The new series, which has been cleared in over 80% of the U.S., follows the December 1990 airing of *Zoo Life Magazine Specials*. Litton will be producing 26 weeks of original episodes (with 26 weeks of repeats).

Broadcasting's Ratings Week Nov 11-17

	ABC	CBS	NBC	FOX
MONDAY	15.9/24	16.7/25	15.5/23	7.0/10
8:00	53. MacGyver 10.6/16	19. Evening Shade 15.8/23	18. Fresh Prince 15.9/24	80. Fox Night at the Movies—Working Girl 7.0/10
8:30		13. Major Dad 16.7/24	35. Blossom 13.7/20	
9:00	9. NFL Monday Night Football—Chicago Bears at Minnesota Vikings 17.6/29	4. Murphy Brown 19.7/28	19. NBC Monday Night Movies—Deadly Medicine 15.8/24	
9:30		11. Designg Wmn 17.3/25		
10:00		22. Northern Exposure 15.4/24		
10:30				
TUESDAY	18.3/28	11.0/17	13.6/21	NO PROGRAMING
8:00	3. Full House 21.4/32	30. Rescue: 911 14.1/21	38. In the Heat of the Night 13.0/19	
8:30				
9:00	2. Roseanne 22.9/33	58. CBS Tuesday Night Movie—Who Framed Roger Rabbit? 9.9/16	33. Law and Order 13.9/21	
9:30	5. Coach 19.4/29			
10:00	43. Homefront 12.2/21		34. 1st Person/Maria Shriver 13.8/24	
10:30				
WEDNESDAY	14.1/23	10.6/17	13.0/21	NO PROGRAMING
8:00	40. Dinosaurs 12.5/20	59. Brooklyn Bridge 9.7/15	10. Unsolved Mysteries 17.5/28	
8:30	47. Doogie Howser 11.9/19	75. Royal Family 7.8/12		
9:00	25. ABC Movie Special—Backfield in Motion 15.0/24	48. Jake and the Fatman 11.8/18	41. Night Court 12.4/19	
9:30			49. Seinfeld 11.2/17	
10:00		50. 48 Hours 11.1/19	59. Quantum Leap 9.7/17	
10:30				
THURSDAY	9.0/14	10.7/17	16.5/26	13.1/20
8:00	67. Pros and Cons 8.3/13	54. Top Cops 10.5/16	15. Cosby 16.4/26	26. Simpsons 14.9/23
8:30			14. A Diffnt. World 16.5/25	57. Drexell's Class 9.7/15
9:00	67. FBI: Untold Stories 8.3/12	62. Trials of Rosie O'Neill 9.5/14	6. Cheers 19.3/29	38.Beverly Hills 90210 13.0/20
9:30	63. American Detect. 8.9/14		23. Wings 15.2/23	
10:00	55. Primetime Live 10.1/17	45. Knots Landing 12.0/20	19. L.A. Law 15.8/27	
10:30				
FRIDAY	14.2/25	7.6/14	9.4/17	5.4/9
8:00	27. Family Matters 14.8/26	73. Secrets from the Unknown 8.0/14	41. Matlock 12.4/21	82. America's Most Wanted 6.6/11
8:30	30. Step By Step 14.1/24			
9:00	37. Perfect Stmgrs 13.1/23	67. Carol Burnett Show 8.3/15	77. Flesh 'n' Blood 7.5/13	90. Best of the Worst 4.4/8
9:30	51. Baby Talk 11.0/19		73. Dear John 8.0/14	91. Totally Hiddn Video 4.1/7
10:00	16. 20/20 16.1/29	83. Trials of Rosie O"Neill 6.5/12	71. Reasonable Doubts 8.1/15	
10:30				
SATURDAY	8.2/14	7.8/14	13.7/24	5.9/10
8:00	61. Who'stheBoss? 9.6/17	71. CBS Saturday Movie—Planes, Trains and Automobiles 8.1/14	32. Golden Girls 14.0/24	76. Cops 7.6/13
8:30	70. Growing Pains 8.2/14		36. Walter/Emily*13.3/23	65. Cops 2 8.6/15
9:00	79. TheYoung Riders 7.1/12		16. Empty Nest 16.1/28	92. Charlie Hoover 4.0/7
9:30			27. Nurses 14.8/25	94. Get A Life 3.2/5
10:00	64. The Commish 8.7/16	78. P.S. I Luv U 7.3/14	45. Sisters 12.0/22	
10:30				
SUNDAY	12.1/18	19.3/29	11.8/18	6.8/10
7:00	65. Life Goes On 8.6/14	1. 60 Minutes 23.7/38	89. Adv Mark & Brian 6.0/10	87. True Colors 6.1/10
7:30			87. Eerie, Indiana 6.1/9	85. M. Jackson Spec. 6.3/10
8:00	12. Am Fun Home Vid 17.0/25	7. Murder, She Wrote 18.0/26	86. Night Court 6.3/9	52. In Living Color 10.7/16
8:30	29. Am Fun People 14.2/21		23. NBC Sunday Night Movie—Back to the Future Part III 15.2/23	81. Roc 6.7/10
9:00	44. ABC Sunday Night Movie—The Woman Who Sinned 12.1/18	8. CBS Sunday Movie—In a Child"s Name Pt. 1 17.8/27		55. Married w/Childn 10.1/15
9:30				83. Herman's Head 6.5/10
10:00				93. Sunday Comics 3.9/6
10:30				
WEEK'S AVGS	13.1/21	12.3/20	13.3/21	7.5/12
SSN. TO DATE	12.2/20	13.9/23	12.8/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Raycom has that someone else doesn't have," questioned one network executive. "Raycom at some point will get hit with the same kind of rights problem that we have. Until something is changed in the marketplace, the leagues are going to continue to try to hold up broadcasters for big rights increases."

Nevertheless, time buys are becoming increasingly prevalent. Another syndicator, New York-based Trans World International, two weeks ago signed a deal with CBS Sports to pay the network about $300,000 for two hours of airtime to telecast the National Invitational Dog Championships. TWI annually buys at least 25 broadcast network hours and 25 cable network hours for various sporting events.

Outside the major contracts, NBC Sports over the past year has aired a number of time buys, including everything from auto racing to bowling. In the past, said Schanzer, NBC would have paid rights fees on a number of those events.

ABC executives are said to no longer be interested in paying for TV rights to the Pan American Games, the quadrennial competition which aired on the network in August. Last summer's Pan Am Games from Cuba were not a particularly easy sell for the network and cable rightsholder Turner Broadcasting, said one TV sports executive, adding that it is conceivable that the Games could pay ABC to air the next competition.

"There's a big retrenchment in sports on television and what they will pay on rights fees," said Monica de Hellerman, executive director of the International Sport Summit. "More and more television broadcasters are saying they're not interested in taking the risk. In the last year, with the recession and sponsors being very selective, a lot of the networks have said let's do this, but let's see how we can hedge our downside risk."

Sports franchises outside of the majors tend to be experiencing fewer problems than the larger sports, explained one TV sports executive. "They've got their rights costs and their production costs and their player salary costs reasonably well under control," he said.

Some of the smaller sports events offer appealing opportunities for specialty advertisers, according to Matt George of Grey Advertising, who said that he has known suntan lotion companies willing to pay top dollars to advertise on volleyball tournaments on ESPN.

Whether the events are big or small, the TV sports landscape is changing. If you want to know what will happen to rights fees in the future, say network executives, just take a look at what happened in 1991.

"I'm very optimistic about the future of sports on television, because I think our partners, the leagues, understand the basic economic realities of what has occured over the past several years," said Schanzer. "The network television business has learned there's no need to have a product that loses $100 million a year. It doesn't fill any purpose. It's not worth it." ■

ECONOMY, AD BAN THREATS DEPRESS SPORTS

Excess inventory also makes it tough for broadcasters and cable to make a profit

By Joe Flint

Even if the networks get tough during the next round of sports rights negotiations, it won't affect the overcrowded sports advertising market. The fact remains that there is a glut of sports inventory that will likely continue to keep unit rates low, making it hard for broadcasters and cablecasters to turn a decent profit on sports no matter what the rights fees.

There are also other factors out of the industry's control that may severely depress the sports market. One factor is beer advertising. The movement to ban beer and wine advertising on television is again picking up speed. Surgeon General Antonia Novello has attacked the beer industry's advertising tactics in recent weeks and that may, in turn, give a boost to members of Congress who would like to see regulations passed banning all alcohol ads. Beer manufacturers have been the backbone of sports programing and their loss would leave a gap unlikely to be filled.

"There is a fear on the part of the networks that they are going to be leigislated out of certain categories of advertising that are mainstays on sports and certainly the beer advertisers are very concerned about this," said Aaron Cohen, senior vice president, director, broadcast programing, N W Ayer. Jerry Dominus, senior vice president, director, network negotiations, J. Walter Thomson, said, along with Cohen, that he thinks it is a real possibility that beer ads may be banned.

Even if beer advertising is not restricted, beer manufacturers may take a low profile until the latest controversy blows over. And should beer advertising not be regulated, the beer wars are still pretty much a thing of the past. Even though Anheuser-Busch recently pulled money out of promotion and put it back into television, no one is anticipating huge expenditures by brewers.

While any ban is a few years away, the current problems with the sports market may not be cured by any economic turnaround. Said Cohen: "Even if things were great, prices would still be cheap and the pressure would be there for those people with sports to move their inventory. There is no reason why an advertiser has to go racing to the market."

The other major sports advertiser is the auto industry, which has been stung by the recession. Auto manufacturers have also been shifting budgets away from media and into dealer promotions.

At a recent panel by the International Radio and Television Society, media buyers debated network sports strategies. Much of the talk focused on CBS's Major League Baseball contract and whether it was worth it for one network to control a sport. Robert Silberberg, vice president, Backer Spielvogel Bates, and a former CBS and ABC advertising executive, said he thought it was too much for one network to have both the playoffs and the World Series. Dominus, also a former CBS executive, disagreed, pointing out that CBS enjoyed "great success" with the NCAA basketball championship because it was not a split property. "We wanted to corner the market," he recalled. The problem with baseball, Dominus speculated, had to do with errors CBS made about what the other networks achieved with the sport. "They were cooking their books to make sports look good," he said. Broadcasting more regular season games is not the answer for CBS's baseball shortfall, the panelists said. Only more post-season games could possibly help the network make a turnaround on its contract.

> *"There is a fear on the part of the networks that they are going to be leigislated out of certain categories of advertising that are mainstays on sports."*
>
> **N W Ayer's Aaron Cohen**

Dominus wondered whether Raycom, the sports syndicator with an agreement with ABC to pay the network $1.5 million in return for distribution rights for some 20 college basketball games, might not look for advertiser backing before signing its next contract and whether the networks might do likewise. "My prediction is that the next time Raycom does that, they will come and before they spend their rights they will visit advertisers and say: 'We're prepared to assume this risk, will you cover and pay at this rate?' " Dominus said in the past advertisers have said "let us go buy the rights" at a reasonable price. "I wonder if the networks, having been sufficiently burned, will be receptive to that because the downside these days for a network is so much greater than the upside."

While there has been much talk of how the growth of pay-per-view will affect viewers, less is said about what it will do to sports advertising. While there is some optimism about the concept of professional leagues charging subscribers on a per-event basis, doubts remain over whether it can be pulled off with events like NBC's pay-per-view Olympic triplecast. Said Dominus: "I have a philosophy about the pay-per-view Olympics. I think NBC paid their $401 million and then looked around and said: 'How can we cover this?' I'm incensed and my clients feel the same way—that NBC will be offering a pay option to probably the most affluent consumers and the most avid viewers of the Olympics opposite that which they are asking my clients to sponsor at exorbitant prices. It's called eating with both hands and it is not right."

However, when it comes to other sports, some media buyers are optimistic that pay per view will work. Backer's Silberberg suggested that when the time comes that all NFL games are available on PPV, audiences will have a choice of rates depending on whether they want to view games with or without commericals.

While many sports rightsholders may look at what happened to the National Hockey League this year when, after long negotiations, the NHL signed a one-year, $5.5 million contract with SportsChannel America that represented about one-third of what the cable network previously spent for the NHL and smile, they may also want to remember what happened the last time sports rights were flat. After signing agreements with the big three for the National Football League that did not have substantial increases, then NFL Commissioner Pete Rozelle added cable to the pool and created more competition and cut into the advertising pie. In two years it may be pay-per-view's turn to further fragment the sports advertising marketplace. That's assuming that major sports advertisers have not been regulated out of the market already. ■

MAJOR SPORT RIGHTS
FEES PAID IN 1991

Sport	Est.'91 Ave. Rts. Fee	Outlet
BASEBALL		
Major League Baseball	$250,000,000	CBS
	$100,000,000	ESPN
	$250,000,000	Local radio, TV, cable
	$12,500,000	CBS Radio
FOOTBALL		
National Football League	$265,000,000	CBS
	$225,000,000	ABC
	$188,000,000	NBC
	$111,000,000	ESPN
	$111,000,000	TNT
	$40,000,000	Local radi
NCAA—CFA	$35,000,000	ABC
	$25,000,000	ESPN
NCAA—BIG 10, PAC 10	$17,000,000	ABC
NCAA—NOTRE DAME	$7,000,000	NBC
WLAF	$12,000,000	ABC
	$4,500,000	USA
SEC	$4,000,000	WTBS
BASKETBALL		
NBA	$150,000,000	NBC
	$104,000,000	Local radio, TV, cable
	$68,750,000	TNT
NCAA Tournament	$143,000,000	CBS
BIG 10	$4,700,000	CBS
OTHER		
US Open	$17,000,000	CBS
	$9,000,000	USA
NHL	$5,500,000	Sportschannel America
PGA CHMPSHP	4,750,000	CBS

Broadcasting

Business

MOST TV PAY LAGS INFLATION, STUDY FINDS

Annual survey of salaries and fringe benefits says news directors and anchors fare best

By Randy Sukow

Salaries for most TV station employes are not increasing at the rate of inflation, according to the *1991 Television Employe Compensation and Fringe Benefits Report*, released last week by the National Association of Broadcasters and the Broadcast Cable Financial Management Association.

Only news director salaries (up 13.7%) and anchor salaries (up 23.9%) kept pace with or topped the combined 1989-1990 inflation rate of 10.7%. Base salary increases for general managers (9.7%), program directors (6.3%) and chief engineers (8.1%) lagged behind.

The 42-page report allows commercial TV station managers to gauge their salary, benefit and bonus expenditures with the national averages, broken down according to ADI ranking, 1990 revenues and status as either an affiliated or independent station.

About 51% of 1,079 stations surveyed responded to NAB-BCFMA questionnaires asking each station for a list of base salaries, starting annual salaries, bonuses, fringe benefits and the number of full-time employes.

The national average paid vacation time is two weeks for employes with under five years service with a station and three weeks for five to 15 years. Employes are granted an average of eight paid holidays and nine days of paid sick leave. Most stations (59%) do not allow accumulated sick leave. ■

NATIONAL AVERAGE COMPENSATION

Department heads	
General manager	$133,930
Assistant general manager/ Station manager	$76,488
General sales manager	$91,848
Operations manager	$46,605
Program director	$45,737
Director of engineering/Chief engineer	$49,200
News director	$60,501
Marketing director	$56,464
Promotion/Publicity director	$36,488
Production manager	$34,919
Business manager/Controller	$46,534
Traffic manager/Supervisor	$27,782
Community/Public affairs director	$33,329
Art director	$31,726
Research director	$39,767
Human Resources director	$38,768
Support staff	
National sales manager	$74,431
Local sales manager	$70,487
Account executive	$44,565
Operator technician	$22,136
Maintenance technician	$28,280
Technical director	$24,705
Floor director	$22,594
Film/Tape editor	$22,379
Film director	$24,310
News anchor	$64,763
News producer	$26,169
News reporter	$29,035
News photographer	$22,637
Sportscaster	$46,066
Weathercaster	$48.158
Assignment editor	$27,109
Production assistant	$17,734
Producer/Director	$26,410
Staff artist	$23,539
Traffic/Computer operator	$17,457

DEADLINE NEARS ON REVISING CREDIT CRITERIA

The regulatory criteria that some executives think hinder loans to TV stations and cable systems are still being worked on. And some federal banking authorities last week said they will not make the Dec. 1 target for revising—presumably easing—the "highly leveraged transaction" (HLT) definition. Their new target, it was suggested, is now the end of the year.

Seeking to correct the impression of a delay, the Federal Deposit Insurance Corp. Director of Supervision, John Stone, sent a letter last week to NAB President Eddie Fritts: "I can assure you that staff at each of the three bank regulatory agencies...continues to work together in order to reach an interagency agreement on changes to the HLT definition by Dec. 1."

Broadcasters and cable operators submitted more than three-quarters of all recent comments received by federal banking regulators. Despite such disproportionate lobbying, one regulator told BROADCASTING the media industry will not receive a "carve out" exclusion from the rules; rather, the industry may benefit from whatever new rules are adopted for everyone.

The HLT criteria essentially seek to categorize the risk to banks of loans made for "buyout, acquisition or recapitalization" (BROADCASTING, June 4, 1990), and when such loans can be delisted from HLT status. There is no limit on the proportion of a bank's portfolio that may comprise HLT's but the HLT designation affects the image of the bank, and thereby, it is said, its willingness to make such loans.

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WTVQ-TV **Lexington, Ky.** □ Sold by Shamrock Broadcasting Inc. to Park Communications for $11 million ("Closed Circuit," Nov. 4). **Seller** is headed by Bill Clark and is owned by Roy E. Disney family; it also owns five AM's, nine FM's and two TV's. **Buyer** is headed by Roy H. Park, and also owns 10 AM's, nine FM's and seven TV's. WTVQ-TV is ABC affiliate on ch. 36 with 2,100 kw visual and 210 kw aural and antenna 1,029 feet above average terrain. *Broker: The Ted Hepburn Co.*

WBOS(FM) **Brookline (Boston), Mass.** □ Sold by Ackerley Communications to Granum Communications for undisclosed price, industry sources estimate price at $9 million ("Closed Circuit," Nov. 11). **Seller** is headed by Barry Ackerley, and owns two AM's, four FM's and five TV's. **Buyer** is headed by Herb McCord, former manager of Greater Media Inc.; it owns KXMZ(AM)-KCDU(FM) Dallas, and recently purchased WMMO(FM) Orlando, Fla. ("Changing Hands, Sept. 16). WBOS has AOR format on 92.9 mhz with 8.8 kw and antenna 1,100 feet above average terrain.

KKCY(FM) **Colusa, Calif.** □ Sold by Monument Media Inc. to Phoenix Broadcasting Inc. for $390,000. **Seller** is headed by Mark P. Guidotti, and has no other broadcast interests. **Buyer** is headed by Gary Katz (77%), and is also licensee of KCEZ(FM) Corning, Calif. KKCY has AC format on 96.5 mhz with 3 kw and antenna 39 feet above average terrain.

WWSJ(AM)-WQON(FM) **St. Johns-Grayling, Mich.** □ Sold by Ditmer Broadcasting Co. Inc. to WSJ-WQON Inc. for $320,000. **Seller** is headed by Robert D. Ditmer, who will retain 19.99% interest in licensee. **Buyer** is headed by D. Ray James (40.05%), and has no other broadcast interests. WWSJ has news-talk format on 1580 khz with 1 kw day. WQON has AC format on 100.1 mhz with 1.65 kw and antenna 389 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$69,000** □ **2**

FM's □ **$9,395,001** □ **4**

AM-FM's □ **$370,000** □ **2**

TV's □ **$11,000,000** □ **1**

Total □ **$20,834,001** □ **9**

Year to Date:

AM's □ **$70,117,999** □ **240**

FM's □ **$209,492,609** □ **257**

AM-FM's □ **$301,673,574** □ **189**

TV's □ **$1,053,854,400** □ **76**

Total □ **$1,635,138,582** □ **762**

For 1990 total see Jan. 7, 1991 BROADCASTING.

The $10.5 million sale last April of WOOD-AM-FM Grand Rapids, Mich., from United Artists Broadcast Properties to Wood Radio Ltd., owned by general partners Primedia Inc. and Fleet Venture Partners, and backed by senior lender Greyhound Financial Corp., closed in Grand Rapids.

Pictured (l-r) are Robert M. Van Degna, general partner of Fleet Venture Partners; Bruce Holberg, president of Primedia Inc.; Glenn Serafin of Communications Equity Associates; Jim White, general manager of WOOD-AM-FM; Gary Howard, UA senior vice president, and Bill Futera, UA director of corporate development.

SOLD!

KWIZ-FM, Santa Ana, California from **Liberman Broadcasting, Inc.**, Jose and Lenard Liberman, Principals to **International Radio, Ltd.**, N. John Douglas, Principal for $8,750,000.

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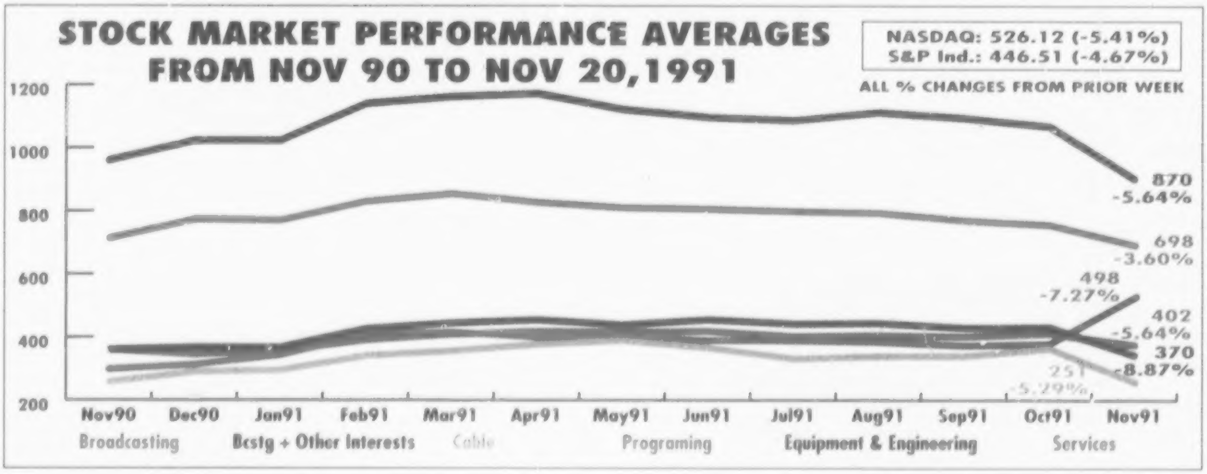
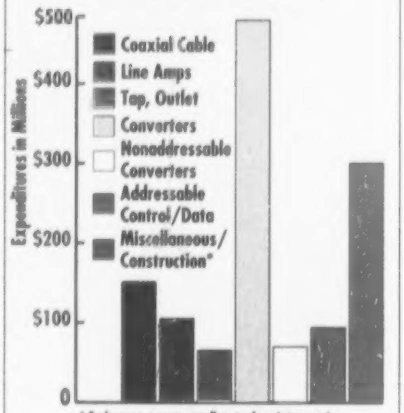
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM NOV 90 TO NOV 20,1991

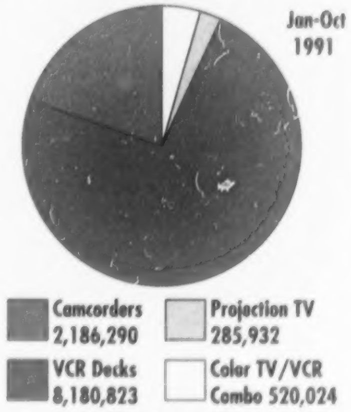


1990 U.S. CABLE TV HARDWARE MARKET



* Enclosures, power supplies, tools paints, repairs, and contract construction. Source: Frost & Sullivan, Inc.

SALES TO DEALERS OF SELECT VIDEO PRODUCTS



Source: EIA Marketing Services Department

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,988	235	5,223
Commercial FM	4,539	1,009	5,548
Educational FM	1,497	311	1,808
Total Radio	**11,024**	**1,555**	**12,579**
Commercial VHF TV	556	16	572
Commercial UHF TV	575	168	743
Educational VHF TV	124	4	128
Educational UHF TV	233	12	245
Total TV	**1,488**	**200**	**1,688**
VHF LPTV	230	149	379
UHF LPTV	738	794	1,532
Total LPTV	**968**	**943**	**1,911**
FM translators	1,878	363	2,241
VHF translators	2,701	79	2,658
UHF translators	2,338	320	2,658

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

L-1850 '91

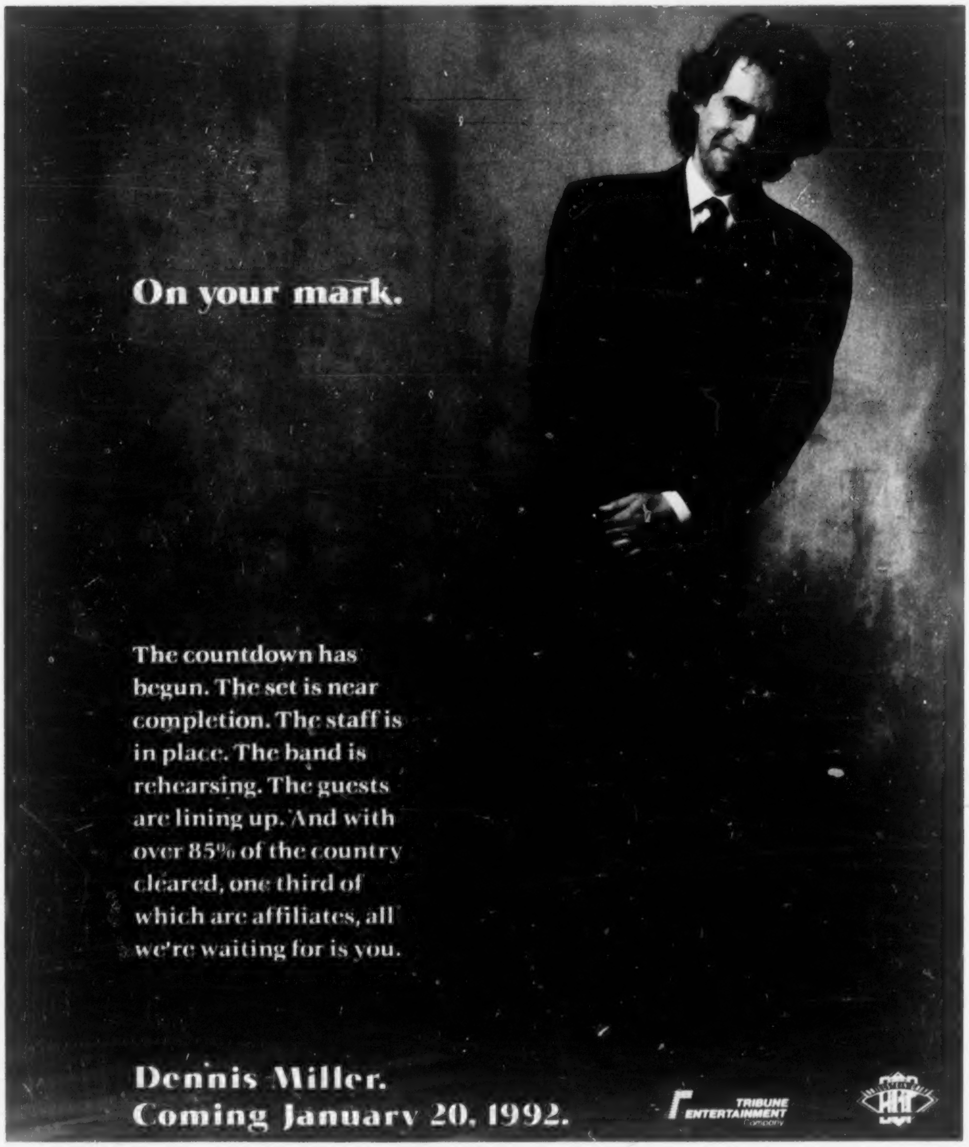
DEC 2

Broadcasting

®

FIRST IN TELEVISION CABLE RADIO SATELLITE

- ☐ **ALL-STAR RUMOR OVER NBC; MUCH ADO ABOUT NOTHING? /4**
- ☐ **NBC CLAIMS SWEEPS VICTORY; CBS EYES SEASON WIN /26**
- ☐ **SALES AND PROMOTION: LOCAL TV'S STRANGE BEDFELLOWS /59**



On your mark.

The countdown has begun. The set is near completion. The staff is in place. The band is rehearsing. The guests are lining up. And with over 85% of the country cleared, one third of which are affiliates, all we're waiting for is you.

Dennis Miller.
Coming January 20, 1992.

TRIBUNE ENTERTAINMENT Company

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#0104d9884#C SEP92 BR482
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THE RISING TIDE OF BARTER
page 3

TALKERS TRY FOR '92 DEBUT

By Steve McClellan

As this season's new talk shows continue their struggle to find audiences, even newer talk shows are building clearances for next season debut. Genesis Entertainment last week said it has signed 38 stations covering 32% of the country for the new *Whoopi Goldberg Show*. And Viacom Enterprises said it agreed to extend production of the *Montel Williams Show* through April 1992. *Montel*, which launched in the summer with a few stations, was picked up by WCBS-TV New York last week.

Both shows are capitalizing on the recent cancellation of failed first-year talk shows. WCBS-TV New York will use *Montel* in place of *The Chuck Woolery Show*, from Group W Productions. Group W announced it was pulling the show two weeks ago, effective in January.

Phil Oldham, executive vice president, Genesis, says the company was exploiting opportunities opened in late night with the demise of the *Ron Reagan Show*, as well as ABC's decision to give back the post-*Nightline* time period to affiliates.

According to Oldham, 11 affiliates in the top 25 markets have so far picked up *Whoopi*. Among them: WJW-TV Cleveland; KOVR(TV) Sacramento, Calif.; WJZ-TV Baltimore, WFSB(TV) Hartford, Conn.; KHOU-TV Houston; KXAS-TV Dallas; WPLG(TV) Miami; KMGH-TV Denver; WISH-TV Indianapolis, and WXYZ-TV Detroit.

WCBS-TV is putting *Montel* on the air for the second time. It had the show at 9 a.m. last summer, but replaced it with *Woolery*. Last week, the show was picked up by another *Woolery* station, WDIV-TV Detroit. According to Viacom first-run chief Michael Gerber, WDIV-TV is running *Montel* at 3 p.m. against soap operas: "We think it will do well coming in and out of soaps and as alternative viewing to soaps."

Now, *Montel* is cleared in 25% of the country. The show is being offered for cash plus barter, but until coverage reaches 70%, Viacom is giving back the barter to stations to sell locally. *Whoopi* is being sold on straight barter, with three-and-a-half minutes of both local and national time. ■

This Week

ALL-BARTER UNCERTAINTY / 3

A cash shortage at TV stations, studios say, is prompting a trend toward all-barter deals in off-network syndication. Both sides are gambling on the health of the ad market—and the ratings appeal of shows—one or two years down the road.

NBC TAKES NOVEMBER / 26

Although final results aren't available until today (Dec. 2), NBC looks like the November sweeps winner. CBS, however, says that only an "unprecedented collapse" in its prime time performance can keep it from winning the season.

PAY CABLE FIGHTS PPV FOR BOUTS / 36

The Nov. 23 telecast of the Holyfield-Cooper bout did well for HBO, but industry obser-vers—and PPV programers—wonder why Time Warner ran the fight on pay cable and not PPV.

BEER AD BAN THREAT / 44

Beer and wine makers have begun to include responsible drinking messages in their promotions, but federal agencies are pushing for strictures ranging from voluntary guidelines to outright bans. The radio industry believes the goal is admirable, but bristles at the prospect of further regulation.

All-barter trend picked up speed with CPT's 'Designing Women' offer in May (p.3).

TELCO ENTRY: STEP BY STEP / 51

Edging rather than jumping into cable, telcos are hoping to persuade the FCC to allow them to acquire a minority interest in local cable systems. The request will likely come Jan. 23, when comments are due in the FCC's video dial tone inquiry.

PIECE OF THE GRANITE / 58

Granite Broadcasting Corp. is hoping that its offering of 2.75 million shares of common stock will be greeted with a friendly public reception. With $15 million due its lenders by the end of March, the equity offering will help Granite avoid restructuring or selling one of its stations.

CABLE SYSTEMS BUY OUTAGE MONITORS / 64

When Jim Quesnell created the Cable Watch outage-time monitor two years ago, the idea was to give subscribers a weapon to appeal full-time billings for less than full-time service. So far, though, his only orders have come from cable systems.

TIME
WARNER
SPORTS ™

Time Warner runs boxing bout on HBO, not PPV (p.36).

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At Deadline

INDIE WISH LIST

INTV representatives made a swing through the FCC just before Thanksgiving, trying to make sure an upcoming review of the ban against broadcast networks' owning cable systems does not turn into a rush to repeal the ban. A three-page memo left behind says the rulemaking should be neutral—that is, should not tentatively conclude that the ban be repealed or relaxed. Should the FCC opt to relax the ban, it says a new set of must-carry rules should be included.

PUBLIC POSSIBILITY

Metroplex Communications is considering a public stock offering early next year. With that in mind, it has retained Media Venture brokers Charles Giddens and Randy Jeffery to appraise its WPRD(AM)-WMGF(FM) Orlando, Fla. Cleveland-based Metroplex owns five other FM's and four other AM's.

For other late-breaking news, see "In Brief," page 88.

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'Star Trek' tops 'Wheel'

'Next Generation' beats game show for first time to take top NSS spot for week ending Nov. 17

By Steve McClellan

Star Trek: The Next Generation, went where no regularly scheduled syndicated series has gone, at least in the past five years—it beat *Wheel of Fortune* in the ratings. According to the Nielsen Syndication Service program rankings (Nov. 11-17), *Star Trek* was the number-one show for the the week with an average 15.4 household rating. *Wheel* was number two, with an average 15.0. (*Star Trek* is a one-hour first-run weekly show, while *Wheel* is a strip.)

According to Paramount research, it was the first outright win for *Star Trek: TNG* since its debut in 1987, although it tied *Wheel* last May. The episode that beat *Wheel* was part two of an episode featuring Leonard Nimoy reprising his role from the original series as Mr. Spock.

Jeopardy! was the third-ranked show for the week with a 13.3, the *Oprah Winfrey Show* was fourth with an 11.4 and *Entertainment Tonight* was fifth with a 9.4.

It's unclear exactly how much *Trek* was helped by the Spock episode. The show has been the beneficiary of a lot of press coverage recently. This year is the 25th anniversary of the original *Star Trek*'s debut on NBC, and just over a month ago series creator Gene Roddenberry died. In addition, the sixth "Star Trek" theatrical movie, set to open in theaters this week, is also getting a lot of coverage. As to syndication, Paramount hopes to capitalize on the success of the show with the possible launch of a spinoff first-run companion next season (BROADCASTING, Nov. 25). For the season, *Trek* is up 16% to an average 14.1 rating. ■

NBC PICKS ROHRBECK TO HEAD O&O'S

NBC has named John Rohrbeck, president and general manager, KNBC-TV Los Angeles, to succeed Al Jerome as president of the NBC owned stations division. Jerome is leaving NBC after 17 years to join Dallas-based Spectradyne Inc., as president (BROADCASTING, Nov. 25). Jerome's departure is effective Dec. 16. Rohrbeck, who has run KNBC-TV for more than seven years (and WRC-TV Washington for six years before that), will relocate to New York. Replacing him at KNBC-TV will be Reed Manville, currently manager of sales planning for KNBC-TV.

John Rohrbeck

Reed Manville

Bill Bolster

Bill Moll

In a related development, Bill Bolster, former president of the Multimedia Broadcasting station group, has been named president and general manager of WNBC-TV New York. He succeeds Bill Moll, who is moving to the group level as vice president, market development, reporting to Rohrbeck. WNBC-TV is currently third among affiliates in the market, sign-on to sign-off. While Moll is well respected and liked inside the company, sources said upper management has been mulling a management change for some time. Bolster has a reputation as a very hard-nosed, aggressive competitor, who is expected to shake things up at the station.

tributed the growth in part to the network's debut of programs year-round, not the least of which was the new-season debut of *Beverly Hills 90210* this summer.

Fox also posted strong gains in male demographics, becoming number two among men 18-34. The network was first among teens and third with adults 18-34, men 18-49 and children 2-11.

LITTLEFIELD HAILS 'POPULIST' WIN

At a press conference in Los Angeles, Warren Littlefield, president, NBC Entertainment, said NBC's November sweeps performance was "a populist victory because it came from many different sectors," citing the numbers pulled in from new and veteran series, as well as the network's long-form programing such as *The Gambler Returns*. He also pointed out the double-run of *Back to the Future III*, which attracted an estimated 55 million viewers in its two airings. Littlefield said he is considering double-running "Kindergarten Cop" starring Arnold Schwartzenegger in the February sweeps as a result of the experiment with *Back to the Future III*.

NBC's Warren Littlefield

Littlefield also outlined several projects which will make up the network's lineup for midseason. The hour-long *Man and Machine* by Dick Wolf, and John Herzfeld's drama *The Fifth Corner* will be available for February and join the previously announced *Powers That Be* (formerly *Love Child* from Norman Lear, *Home Fires* from Bruce Paltrow, and *Wes Craven's Nightmare Cafe*.

SYNDICATION UPDATE

TALK TALK

Although Group W Productions decided last week to pull the plug on its production of *The Chuck Woolery Show*, other rookie first-run syndicated talk strips are showing some signs of ratings growth. Paramount Domestic Television's *The Maury Povich Show*, which picked up two-year commitments (104 weeks) and stronger early fringe clearances from stations, has grown 29% in the Nielsen Syndication Service (NSS) national ratings, going from a debut week 3.1 rating (Sept. 9-13) to a 4.0 rating in the report for the week ending Nov. 10. *Povich* has measured a season-to-date 3.5 rating average nationally. Warner Bros. Domestic Television Distribution's *Jenny Jones Show* has shown 25% growth, going from a 1.5 debut rating to a 2.0 rating in the most recent report. *Woolery*, on the whole, remained flat with a season-to-date 1.4 rating.

□

Viacom Enterprises' *The Montel Williams Show*, which has been undergoing an on-air test in approximately a dozen markets, averaged a 3.8 rating (NSI) during the first three weeks of the November sweeps, improving 16% from its first-week rating (3.2). A competing syndication source says *Montel* may also see boosted numbers with rumors last week that it may regain its morning slot on WCBS-TV New York, which it gave up to Group W Productions' canceled *Chuck Woolery Show*.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 10. Numbers represent aggregate rating average/stations/% coverage)

1. Star Trek	**15.4/246/98**
2. Wheel Of Fortune	**15.0/222/98**
2. Jeopardy	**13.3/216/98**
4. Oprah Winfrey Show	**11.4/223/99**
5. Entertainment Tonight	**9.4/184/96**
6. Current Affair	**9.1/171/93**
7. Wheel of Fortune (Wknd)	**8.9/193/85**
8. Cosby Show	**8.7/207/96**
9. Donahue	**7.7/229/99**
9. Married...With Children	**7.7/167/94**
11. WKRP In Cincinnati	**7.6/241/98**
12. Inside Edition	**7.0/126/87**
13. Sally Jessy Raphael	**6.3/207/97**
14. Hard Copy	**6.1/169/92**
15. Star Search	**5.1/195/97**

EMERGENCY PERSONNEL

Leonard DePanicis, vice president of program development, First Media Entertainment, has been named executive producer of *Emergency Call*, a half-hour weekly reality series syndicated by Genesis Entertainment. Since its 2.4 debut rating (NSS, Sept. 16-22), *Emergency Call*'s ratings have improved 12% to a 2.7 in the weekly report ending Nov. 10. *Emergency Call* is produced at Studio Six Productions (a division of Marriott Corp.'s First Media Entertainment) in Orlando, Fla.

SPORTS HIGHLIGHT

Since being licensed to handle syndication of *George Michael's Sports Machine*, a late-night sports weekly from NBC O&O WRC-TV Washington, ITC Distribution has cleared the show in over 125 markets (according to the NSS report, ending Nov. 10). *Sports Machine* also posted its highest national numbers in the report, with a 3.0 rating nationally, up 20% from its 2.4 season-to-date rating.

NEW FOR CHRISTMAS

Paramount Domestic Television will be offering a newly remastered version of the 1954 theatrical "White Christmas," starring Bing Crosby, Danny Kaye and Rosemary Clooney, for syndication this holiday season.

□

Baruch Entertainment, a Washington-based syndicator, has cleared *Success Through Education: A Salute to Hispanic Excellence*, in over 50 major Hispanic TV markets representing 91% of total Hispanic households. The hour-long special is hosted by Edward James Olmos (*Miami Vice*, "Stand and Deliver") and standup comedian Paul Rodriguez, honoring outstanding Hispanic achievements in space, the environment, technology, engineering, industry and education.

Broadcasting's Ratings Week Nov 18-24

	ABC	CBS	NBC	FOX
MONDAY	15.2/23	17.1/26	14.6/22	NO PROGRAMING
8:00	63. MacGyver 10.0/16	15. Evening Shade 16.1/25	22. Fresh Prince 15.5/24	
8:30		8. Major Dad 17.8/26	40. Blossom 13.1/19	
9:00	14. NFL Monday Night Football—Buffalo Bills at Miami Dolphins 16.3/27	3. Murphy Brown 19.9/28	26. NBC Monday Night Movies—Chance of a Lifetime 14.8/22	
9:30		9. Designg Wmn 17.6/25		
10:00		22. Northern Exposure 15.5/25		
10:30				
TUESDAY	14.9/22	19.9/30	11.1/17	NO PROGRAMING
8:00	5. Full House 19.2/29	17. Rescue: 911 15.9/23	63. I'll Fly Away 10.0/15	
8:30	11. Home Improvemt 17.3/25			
9:00	6. Roseanne 18.6/26	1. CBS Tuesday Night Movie—In a Child's Name Pt. 2 21.9/33	46. In the Heat of the Night 12.0/17	
9:30	19. Coach 15.8/22			
10:00	72. Homefront 9.1/15		56. Law and Order 11.4/18	
10:30				
WEDNESDAY	11.2/18	11.6/19	13.4/22	NO PROGRAMING
8:00	43. Dinosaurs 12.9/21	68. Brooklyn Bridge 9.5/15	13. Unsolved Mysteries 16.9/27	
8:30	30. Wonder Years 14.1/22	76. Royal Family 8.3/13		
9:00	31. Doogie Howser 14.0/22	45. Jake and the Fatman 12.1/19	42. Night Court 13.0/20	
9:30	66. Anything But Love 9.9/16		49. Seinfeld 11.8/19	
10:00	77. Civil Wars* 8.2/14	35. 48 Hours 13.7/24	57. Quantum Leap 11.0/19	
10:30				
THURSDAY	9.3/15	12.3/19	16.6/26	12.7/19
8:00	81. ABC Movie Special—The Entertainers 7.0/11	49. Top Cops 11.8/18	17. Cosby 15.9/25	29. Simpsons 14.4/22
8:30			7. A Diffnt. World 18.5/29	68. Drexell's Class 9.5/15
9:00		53. 48 Hours 11.6/17	4. Cheers 19.8/29	37. Beverly Hills 90210 13.4/20
9:30			15. Wings 16.1/24	
10:00	33. Primetime Live 13.9/23	37. Knots Landing 13.4/22	27. L.A. Law 14.6/24	
10:30				
FRIDAY	13.3/23	9.3/16	9.4/16	5.2/9
8:00	24. Family Matters 14.9/26	59. Rescue: 911 10.4/18	86. Fresh Prince 6.1/11	85. America's Most Wanted 6.3/11
8:30	31. Step By Step 14.0/23		61. NBC Movie of the Week—Back to the Future Part III 10.1/17	
9:00	39. Perfect Strngrs 13.2/22	71. Carol Burnett Show 9.3/16		89. Best of the Worst 4.1/7
9:30	53. Baby Talk 11.6/19			89. Totally Hiddn Video 4.1/7
10:00	40. 20/20 13.1/23	78. Trials of Rosie O'Neill 8.1/14		
10:30				
SATURDAY	10.7/18	8.7/15	12.4/22	6.2/11
8:00	72. Who's the Boss? 9.1/15	80. Bob Newhart Anniversary Special 7.3/12	34. Golden Girls 13.8/23	79. Cops 8.0/14
8:30	75. Growing Pains 9.0/15		52. Walter & Emily 11.7/20	72. Cops 2 9.1/15
9:00	55. ABC Sunday Night Movie—Funny Farm 11.5/20	70. A Party for Richard Pryor 9.4/16	24. Empty Nest 14.9/25	88. Charlie Hoover 4.4/8
9:30			46. Nurses 12.0/21	91. Get A Life 3.3/6
10:00			57. Sisters 11.0/20	
10:30				
SUNDAY	12.2/18	18.3/27	13.1/20	9.1/13
7:00	63. Life Goes On 10.0/15	2. 60 Minutes 21.5/33	46. NFL Post Game 12.0/20	87. True Colors 6.0/9
7:30			84. The Torkelsons 6.6/10	81. Parker Lewis 7.0/11
8:00	19. Am Fun Home Vid 15.8/23	10. Murder, She Wrote 17.5/25	60. Hot Country Nights* 10.3/15	44. In Living Color 12.8/18
8:30	28. Am Fun People 14.5/21			66. Roc 9.9/14
9:00	49. ABC Sunday Night Movie—Dead and Alive 11.8/18	12. The Very Best of Ed Sullivan II 17.1/26	21. NBC Sunday Night Movie—Deception: A Mother's Secret 15.6/23	36. Married w/Childn 13.5/19
9:30				61. Herman's Head 10.1/15
10:00				83. Paul Rodriguez: Crossing Gang Lines 6.7/10
10:30				
WEEK'S AVGS	12.4/20	14.1/22	13.0/20	8.5/13
SSN. TO DATE	12.2/20	13.9/23	12.8/21	7.8/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

HOLYFIELD-COOPER A WINNER FOR HBO, BUT...

Pay bout does well, but others wonder why Time Warner didn't opt for PPV

By Rich Brown

Home Box Office chalked up some healthy numbers for its Nov. 23 Holyfield-Cooper bout, and hopes to do the same with the Foreman-Ellis matchup on Dec. 7. But some industry observers are questioning Time Warner's strategy in placing such heavyweight bouts on pay cable instead of its TVKO pay-per-view arm.

The Holyfield-Cooper fight scored a 19.2/29 in HBO homes, representing about 3.8 million households. The success of the fight left some wondering how much money the fight could have brought to the PPV industry, which already lost out on upwards of $100 million from the canceled Nov. 8 Holyfield-Tyson bout.

"It seems to me that if we are going to ask the public to pay for the true heavyweight fights on pay per view, all the heavyweight fights ought to be on pay per view," said Jim English, senior vice president, programing, Viewer's Choice.

Viewer's Choice had unsuccessfully tried to persuade Time Warner Sports to offer the Holyfield-Cooper bout on PPV, according to English. He said the event probably could have garnered a 3% buy rate at a $24.95 retail price, which would have given Time Warner and cable operators a $15-million pie.

Although cable operators missed a PPV opportunity, a number of those operators said they also recognized the importance of strengthening the pay cable service.

"I think we could have had a reasonable buy rate on it if it were pay per view and could have made a certain amount of money on it," said Ted Livingston, senior vice president, marketing, Continental Cablevision. "Whether that's more or less than the benefit it accrues to HBO is sort of hard to assess. It's a very tough one to call."

MAJOR PPV FIGHTS IN THE LAST YEAR

Bout	*Date*	*Est PPV rev*
Holyfield-Douglas	**10/90**	**$39M**
Tyson-Ruddock	**3/91**	**$35M**
Holyfield-Foreman	**4/91**	**$50M**
Tyson-Ruddock	**6/91**	**$43M**

Time Warner Sports president and TVKO head Seth Abraham last week stood firmly by the decision not to have placed the Holyfield-Cooper fight on PPV. Abraham said the only parties who would have made money on a PPV telecast of the Holyfield-Cooper bout would have been the boxers themselves. Holyfield was believed to have been guaranteed a purse in the area of $7 million; Cooper reportedly picked up about $750,000.

"There's no chance in the world that the fight could have done any business selling as a pay-per-view fight," said Abraham. "In hindsight, obviously, after the results are known, then everybody says, 'Why didn't you do that on pay per view?' "

Abraham said deciding whether an event goes on HBO or TVKO is an instinctual process with no specific rules. The company each year tries to supply 8 to 10 championship fights to HBO and a monthly PPV card to TVKO.

"It's not like you've got a rule book that you can refer to that says this fight is a pay-per-view fight and this is an HBO fight," said Abraham. "Our assignment is to calibrate them and make sure that HBO has a continued supply of high-quality championship boxing."

Abraham said the Holyfield-Cooper bout appeared to be so one-sided prior to the fight that it was doubtful the event would have drawn significant PPV numbers. Only one hotel in Las Vegas had posted odds on the bout, he said, and those odds were 22-1. Likewise, he said, Jimmy Ellis is a relatively unknown quantity in the upcoming fight with Foreman.

Choosing between pay cable and PPV is not an easy decision, agreed competitor Scott Kurnit, president, Showtime Event Television Pay Per View. He estimated the Holyfield-Cooper fight probably could have garnered a 2 or 3 buy rate on PPV. ■

HBO PICKS A FIGHT

Continuing the boxing-match-as-spectacle promotion that characterized George Foreman's last heavyweight bout, HBO broke a new spot last week on network television for Foreman's upcoming fight against Jimmy Ellis. BBDO New York, which created the spot, said it "takes a satiric look at the ex-boxing champ in training by emphasizing his well-publicized penchant for eating."

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's □ $0 □ 0
FM's □ $2,101,000 □ 6
AM-FM's □ $26,273,275 □ 9
TV's □ $250,000 □ 1
Total □ $28,624,275 □ 16

Year to Date:
AM's □ $70,117,999 □ 240
FM's □ $211,593,609 □ 263
AM-FM's □ $327,946,849 □ 198
TV's □ $1,054,104,400 □ 77
Total □ $1,663,762,857 □ 778

For 1990 total see Jan. 7, 1991 BROADCASTING.

selling WSOM(AM)-WQXK(FM) Sioux City, Iowa ("Changing Hands," Nov. 11). Patrick also has interests in Signal Communications, licensee of WMTR(AM)-WDHA-FM Morristown-Dover, N.J. **Buyer** is headed by Cy W. Chesterman (24.46%), who also has interests in Chesterman Communications, licensee of KSJB(AM)-KSJZ(FM) Jamestown, N.D. KMNS is fulltimer with C&W format on 620 khz with 1 kw. KSEZ has AOR format on 97.9 mhz with 100 kw and antenna 643 feet above average terrain.

WMLO(FM) Havana, Fla. (Tallahassee) □ CP sold by Ed Winton to John H. Phipps Inc. for $725,000 cash. Sale in 1990 for $2.2 million fell through ("Changing Hands," Jan. 29, 1990). **Seller** also has interests in WEZI-AM-FM Memphis and KCKJ(AM)-KCBQ(FM) Roswell, N.M. **Buyer** is headed by John E. Phipps and Dennis O. Boyle, and is also licensee of WCTV(TV) Thomasville, Ga. (Tallahassee, Fla.), and has partnership interest in WPBF(TV) Tequesta, Fla. (West Palm Beach). WMLO has beautiful music format on 104.9 mhz with 2.1 kw and antenna 400 feet above average terrain.

KLGN(AM)-KBLQ-FM Logan, Utah □ Sold by Logan Broadcasting Co. to Sun Valley Radio Inc. for $572,279.37. **Seller** is headed by James Epstein, who has interests in WSTJ(AM)-WNKV(FM) Johnsbury and WIKE(AM) Newport, both Vermont, and KEVA(AM)-KOTB(FM) Evanston, Wyo. **Buyer** is headed by Marvin K. Frandsen (100%), and owns Western Communications Inc., licensee of KECN(AM)-KLCE(FM) Blackfoot and KIKN(AM) Idaho Falls, both Idaho. KLGN has country format on 1390 khz with 5 kw day and 500 w night. KBLQ has AC format on 92.9 mhz with 50 kw and antenna 154 feet above average terrain.

KWLI(FM) Eagle, Colo. □ Sold by Joyce Communications Inc. to High Country Communications Inc. for $500,000. **Seller** is headed by Robert J. Joyce, and has no other broadcast interests. **Buyer** is headed by Burke Kaplan, and has no other broadcast interests. KWLI has AC format on 101.5 mhz with 36 kw and antenna 2,210 feet above average terrain.

KKHR(FM) Anson, Tex. Sold by George L. Chambers to Mayflower Broadcasting Corp. for $475,000. **Seller** has interest in KHJM(FM) Taft, Okla., and has interest in CP's for KGBM-FM Randsburg, Calif., and KWQA(AM) Hawley, Tex. **Buyer** is headed by Charles L. Webster, who was recently granted license of KGDD(AM)-KBUS(FM) Paris, Tex. KKHR has Spanish, urban contemporary format on 98.1 mhz with 50 kw and antenna 292 feet above average terrain.

KUKI-AM-FM Ukiah, Calif. □ Sold by James D. Johnson to Ukiah Broadcasting Corp. for $465,000. **Seller** is trustee for estate of Fenton Broadcastng Inc.; he has no other broadcast interests. **Buyer** is headed by Keith Bussman and John LaRue. LaRue is permittee of KSPY(FM) Quincy, Calif. KUKI(AM) is fulltimer with AC format on 1400 khz with 1 kw. KUKI-FM has C&W format on 103.3 mhz with 1.9 kw and antenna 1,840 feet above average terrain. *Broker: William A. Exline Inc.*

WSRX(FM) Fort Myers, Fla. □ Sold by Youth Foundation of America Inc. to Radio Training Network Inc. for $375,000. **Seller** is headed by Lloyd Sheehan, and has no other broadcast interests. **Buyer** is headed by Bill Watkins and James L. Campbell, and has interests in WLFJ(FM) Greenville, S.C.; WJIS(FM) Bradenton, Fla., and WFDR(AM)-WVFJ-FM Manchester, Ga. WSRX has CHR format on 91.5 mhz with 3 kw and antenna 285 feet above average terrain.

WKDE-AM-FM Altavista, Va. □ Sold by Fernbrook Broadcasting Corp. to DJ Broadcasting for $300,000. **Seller** is headed by Mark I. Jacob, and has no other broadcast interests. **Buyer** is headed by David P. Hoehne, who is account executive at WVFT(TV) Roanoke-Lynchburg, Va. WKDE(AM) has religious format on 1000 khz with 1 kw day. WKDE-FM is on 105.5 mhz with 3 kw and and antenna 328 feet above average terrain. *Broker: Snowden Associates.*

KODI(AM)-KTAG(FM) Cody, Wyo. □ Sold by Randy L. Royal to Yellowstone Ventures Inc. for $286,000. **Seller** is bankruptcy trustee, and has no other broadcast interests. **Buyer** is headed by Donald G. Price, and has no other broadcast interests. KODI is fulltimer with AC format on 1400 khz with 1 kw. KTAG has CHR format on 97.9 mhz with 100 kw and antenna 1,901 feet above average terrain.

KTNL(TV) Sitka, Alaska □ Sold by Dan and Kathie Etulain, husband and wife, to Sitka News Bureau Inc. for $250,000. **Seller** has no other broadcast interests. **Buyer** is TV production company headed by Marty W. Baggen; it has no other broadcast interests. KTNL is CBS and ABC affiliate on ch. 13 with 199 w visual, 30 w aural and antenna 782 feet below average terrain.

SOLD!

WINZ-AM/WZTA-FM, Miami, Florida and **WWNZ-AM/WZTU-FM,** Orlando, Florida from **Guy Gannett Publishing Company** to **Paxson Broadcasting, Inc.**

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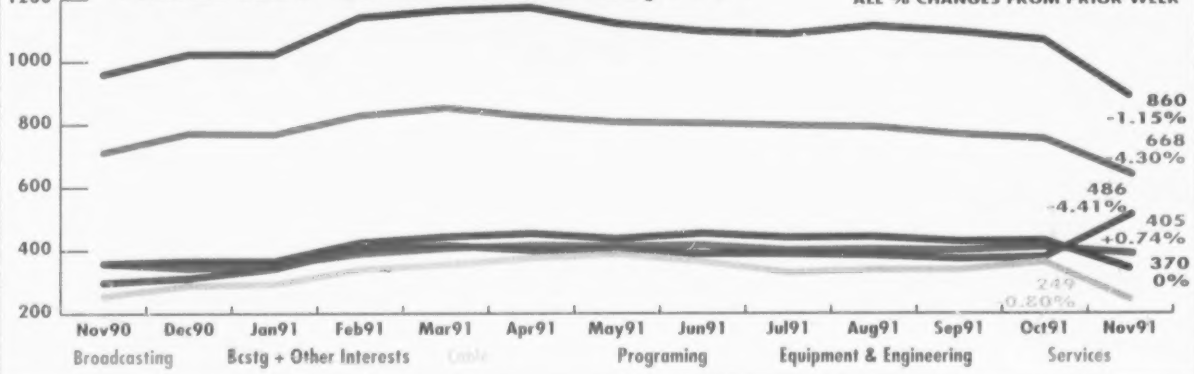
Broadcasting's By The Numbers

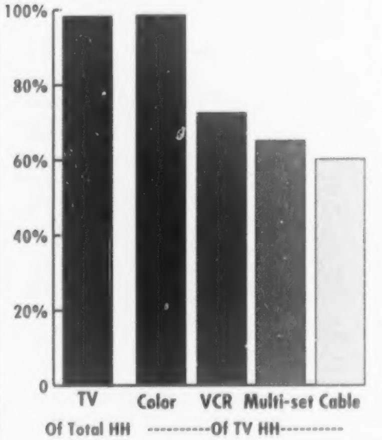
STOCK MARKET PERFORMANCE AVERAGES FROM NOV 1990 TO NOV 26,1991

NASDAQ: 522.23 (-0.74%)
S&P Ind.: 445.83 (-0.16%)

ALL % CHANGES FROM PRIOR WEEK

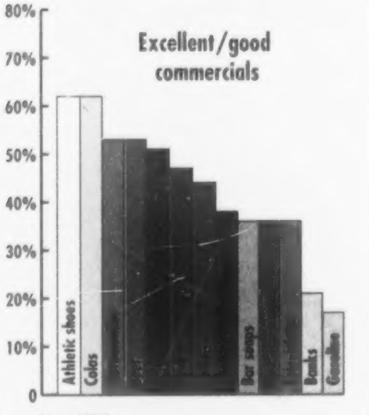


PENETRATION LEVELS



Source: TVB

APPEAL OF TV ADVERTISING IN THE UNITED STATES



Source: BBDO

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,988	235	5,223
Commercial FM	4,539	1,009	5,548
Educational FM	1,497	311	1,808
Total Radio	**11,024**	**1,555**	**12,579**
Commercial VHF TV	556	16	572
Commercial UHF TV	575	168	743
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Educational UHF TV	233	12	245
Total TV	**1,488**	**200**	**1,688**
VHF LPTV	230	149	379
UHF LPTV	738	794	1,532
Total LPTV	**968**	**943**	**1,911**
FM translators	1,878	363	2,241
VHF translators	2,701	79	2,658
UHF translators	2,338	320	2,658

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

C1850-14

DEC 9

Broadcasting®

[illegible] FIRST IN TELEVISION CABLE RADIO SATELLITE 1991 [illegible]

❑ CBS JOINS OVERNIGHT NEWS BATTLE /18

❑ COMPRESSION: CHANNELS MULTIPLY FASTER THAN PROGRAMING /28

❑ FCC TO SHIELD STATIONS FROM CANDIDATE SUITS /34

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COST CONTAINMENT, NETWORK STYLE

'CHECKBOOK JOURNALISM' BOUNCES BACK

By Rich Brown

The early testimony in the celebrated rape trial of William Kennedy Smith last week was marked by the revelation that a key witness had been paid $40,000 by the syndicated tabloid show *A Current Affair*. Although the payment raised questions in the courtroom about the credibility of the witness, it failed to bring out the usual industry complaints that have been raised in the past over "checkbook journalism."

Last week's revelation was met with surprisingly little criticism from media watchers, said David Bartlett, president of the Radio-Television News Directors Association. One problem in speaking out against such practices could be that the issue of compensation has become a sticky one, he said.

"Is there a substantive difference between paying $150 for a limo drive or $40,000 for an interview? Yes, about $39,850. But does that constitute an ethical difference? I'm not sure I'm prepared to make that call," said Bartlett.

A spokesman for *A Current Affair* would not confirm that the show had paid $40,000 for exclusive rights to interview Anne Mercer, a friend of the alleged rape victim. "Sometimes we compensate for stories of interest to the public, and in so doing, we are no different from any other network or syndicated show of this type," said the spokesman.

Compensation remains a common practice at syndicated shows, said Av Westin, executive producer, *Inside Edition*. He estimated that a fee of some kind is paid out in about one-fourth of the 850 stories produced by *Inside Edition* each year. About half of those involve fees paid for exclusive rights, while the other half include reimbursement for travel expenses or lost work days. Westin said the program does not offer compensation to some convicted murderers.

"We clearly would have no difficulty in offering [Mercer] money," said Westin. "She is a critical witness to the events." ■

This Week

THE TRUTH ABOUT PROGRAM COSTS / 3

Despite the widespread belief that program costs are escalating out of control, reports from the networks suggest they have managed to reign in that expense. Substituting low-cost genres like reality shows for relatively expensive miniseries and hour-long dramas accounts for a big part of the effort.

PCS HEARING / 11

In an FCC hearing last week, 2-ghz microwave users objected to allocation of spectrum to cable television, telephone and other industries seeking to launch personal communications services. Chairman Alfred Sikes's response: "I'm not sure that what we have here is world-ending in nature."

NEWS AROUND THE CLOCK / 18

CBS News unveiled plans to launch an early-morning newscast in early 1992, joining NBC and ABC in an anchored overnight news business now dominated by CNN and All News Channel. The announcement coincides with the network's cancelation of *Nightwatch*.

Broadcasters clinging to hope of flat retail sales this season (p.43).

COMPRESSED TIMETABLE / 28

TCI President John Malone's recent comment that compression to the home should be available in 18 to 24 months has sent a ripple through the industry. The timeframe is faster than many had thought, and it's an open question as to whether programers will be ready to fill the new channels.

STATION ADMONISHED FOR HOAX / 31

The FCC has characterized as "spontaneous, isolated" the broadcast of a false murder confession by KROQ-FM Los Angeles last year. The agency laid the blame for the hoax on two DJ's, but admonished the station in light of its responsibility to supervise employes.

FCC TO TAKE OVER OVERCHARGE CASES / 34

The FCC is expected this week to assert jurisdiction over enforcing the lowest-unit-charge law, a move that will pre-empt a plethora of candidate lawsuits against broadcasters. The agency is also likely to adopt new rules laying out broadcasters' obligations in providing candidates with "reasonable access" to the airwaves.

DREAMING OF A FLAT CHRISTMAS / 43

With this year's low projections for consumer holiday spending, broadcasters are hopeful that retailers' ad spending will at least match last year's. Some stations are reporting that sales are slightly up.

EBS MOVE TO DIGITAL / 48

The second of six FCC regional workshops on the Emergency Broadcast System could shed some light on costs and effectiveness of competing new EBS technology being proposed for adoption. Virtually settled, it seems, is that any new system will involve digital data.

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Incorporating The Fifth Estate TELEVISION Broadcasting ▪ Cable

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At Deadline

JUST SAY NO

Taking firm and unprecedented stance against FCC's broadcast indecency policy, Evergreen Media's WLUP(AM) Chicago informed agency last week it would not pay $6,000 fine for allegedly indecent programing. "[N]one of the material broadcast is indecent," it said. Refusal means if FCC wants to press case it will have to get Justice Department to sue Evergreen in federal court. "We certainly will pursue it," said FCC official.

FULL WEEK FOR 'TODAY'

As expected, NBC announced it will restructure its Saturday morning children's lineup, filling 8-10 a.m. with *Saturday Today*, a seventh day of *Today*. Although not ruling out the possibility of using animated programing on Saturday morning, the network is counting on a strict lineup of live-action programing to attract children and teenagers. *Saturday Today* will debut on Aug. 1, 1992.

For other late-breaking news, see "In Brief," pages 72-73.

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WAR
BOMBED BY
JAPANESE PLANES

VIEWERS DRAWN TO PEARL HARBOR SPECIALS

Last week's glut of programing marking the 50th anniversary of Pearl Harbor appears to have translated into a ratings success for television and radio stations across the country (BROADCASTING, Dec. 2).

While it was still too early at press time to know just how successful all the networks were in attracting audiences to their Pearl Harbor specials, a two-hour production by ABC News on Thursday won the night with a 24 share in the overnight ratings. Regularly scheduled programing on NBC scored a close second with a 23 share during the 8-10 p.m. period, while CBS lagged with a 14 share.

ABC's special, *Pearl Harbor: Two Hours that Changed the World*, was jointly produced with Japanese broadcaster NHK and featured host David Brinkley (left). Other specials were scheduled on the actual anniversary of the bombing last Saturday, including CBS's *Remember Pearl Harbor*, cohosted by General H. Norman Schwarzkopf and Charles Kuralt (right).

There had been some speculation that Japanese advertisers would be skittish about advertising on programing tied to the sensitive issue, and indeed none appeared on the first of the specials on ABC. But even with the absence of Japanese advertisers, ABC was able to sell out advertising on the special by late November, according to a network spokeswoman.

The NBC three-day 'workout'

Network agrees to clean up credits clutter, hold affiliates meeting

By Geoffrey Foisie

NBC last week conducted an intensive three-day "workout" session between top management and several score affiliate executives that resulted in almost two dozen changes in operating procedure, some of which will be implemented immediately. NBC President Bob Wright also gave a presentation he intends to repeat this week in a closed-circuit telecast for all network affiliates.

The workout meeting, at the Ritz Carleton in Rancho Mirage, Calif., was based on a several-year-old General Electric management practice in which GE employes and customers can make specific suggestions on which GE management is required to make immediate yes-or-no decisions. Attendees included the NBC affiliate board, members of the affiliate promotion committee and the marketing advisory group.

Among the decisions made last week was to hold a two- to three-day affiliates meeting in Washington in March. Such a meeting had previously been canceled.

NBC also agreed to a proposal by affiliates to reduce the length of end-of-show credits as part of a larger ef-

Broadcasting's Ratings Week ◼ Nov 25-Dec1

	ABC	CBS	NBC	FOX
MONDAY	13.7/20	18.3/27	16.1/24	NO PROGRAMING
8:00	66. Young Riders 8.1/12	13. Evening Shade 16.0/24	14. Fresh Prince 15.8/24	
8:30		11. Major Dad 16.5/24	20. Blossom 13.7/20	
9:00	17. NFL Monday Night Football—San Francisco 49ers at Los Angeles Rams 14.3/24	2. Murphy Brown 21.0/30	10. NBC Monday Night Movies—A Mother's Justice 16.7/25	
9:30		26. Memories of M*A*S*H 18.8/29		
10:00				
10:30				
TUESDAY	15.6/25	12.3/19	13.1/20	NO PROGRAMING
8:00	7. Full House 17.6/27	26. CBS Tuesday Night Movie—Honey, I Shrunk the Kids 12.6/19	34. I'll Fly Away 12.0/18	
8:30	8. Home Improvemt 17.4/26			
9:00	3. Roseanne 19.5/29		21. In the Heat of the Night 13.6/20	
9:30	9. Coach 17.2/26			
10:00	43. Homefront 10.9/19	35. Rescue: 911 11.8/20	21. Law and Order 13.6/23	
10:30				
WEDNESDAY	10.1/17	11.0/19	14.1/24	NO PROGRAMING
8:00	42. Dinosaurs 11.1/19	55. Brooklyn Bridge 9.1/15	11. Unsolved Mysteries 16.5/28	
8:30	44. Doogie Howser 10.8/18	60. Royal Family 8.5/14		
9:00	45. MTV 10 10.7/18	31. CBS Movie Special—The Wizard of Oz 12.3/21		
9:30			28. Seinfeld 12.5/21	
10:00	57. Civil Wars 8.6/15		41. Quantum Leap 11.2/20	
10:30				
THURSDAY	7.4/14	16.7/31	9.0/17	7.4/14
8:00	85. Pros and Cons 4.5/9	5. CBS Movie Special—E.T.: The Extra-Terrestrial 18.4/34	49. Cosby 10.4/21	62. Simpsons 8.4/17
8:30			54. A Diffnt. World 9.5/18	78. Drexell's Class 6.3/12
9:00	80. FBI: Untold Stories 5.9/11		47. Cheers 10.5/19	73. Beverly Hills 90210 7.4/13
9:30	76. American Detect. 6.9/12		57. Wings 8.6/15	
10:00	39. Primetime Live 11.4/22		71. L.A. Law 7.5/15	
10:30		57. Brooklyn Bridge 8.6/18		
FRIDAY	10.6/19	12.1/22	11.6/21	4.9/9
8:00	36. Family Matters 11.6/21	36. Rudolph, the Red-Nosed Reindeer 11.6/21	25. Matlock 13.1/23	79. Simpsons 6.0/11
8:30	45. Step By Step 10.7/19			85. Charlie Hoover 4.5/8
9:00	64. Perfect Strngrs 8.2/14	31. Circus of the Stars 12.3/22		83. In Living Color 5.2/9
9:30	68. Baby Talk 7.7/14			87. Herman's Head 3.8/7
10:00	26. 20/20 12.6/24		56. Reasonable Doubts 8.7/16	
10:30				
SATURDAY	7.8/14	9.1/16	12.0/22	5.6/10
8:00	70. Who's the Boss? 7.6/13	53. CBS Saturday Movie—The Burbs 9.6/17	33. Golden Girls 12.2/22	75. Cops 7.1/13
8:30	71. Growing Pains 7.5/13		47. Walter & Emily 10.5/18	64. Cops 2 8.2/14
9:00	74. TheYoung Riders 7.3/13		19. Empty Nest 13.8/24	87. Charlie Hoover 3.8/7
9:30			28. Nurses 12.5/22	89. Get A Life 3.1/5
10:00	62. The Commish 8.4/16	67. P.S. I Luv U 8.0/15	38. Dame Edna's Hollywood 11.5/22	
10:30				
SUNDAY	13.2/20	17.9/27	9.7/15	8.7/13
7:00	49. Life Goes On 10.4/16	1. 60 Minutes 23.7/36	81. Eerie, Indiana 5.6/9	77. True Colors 6.8/11
7:30			84. The Torkelsons 5.0/8	68. Parker Lewis 7.7/12
8:00	16. Am Fun Home Vid 15.0/21	6. Murder, She Wrote 18.0/26	60. Hot Country Nights 8.5/12	39. In Living Color 11.4/16
8:30	15. Am Fun People 15.7/22			51. Roc 9.7/14
9:00	21. ABC Sunday Night Movie—Big 13.6/21	24. CBS Sunday Movie—Hallmark's: One Against the Wind 13.4/21	30. NBC Sunday Night Movie—Fatal Friendship 12.4/19	18. Married w/Childn 14.0/20
9:30				51. Herman's Head 9.7/14
10:00				82. Sunday Comics 5.3/8
10:30				
WEEK'S AVGS	11.3/19	14.2/23	12.1/14	7.1/12
SSN. TO DATE	12.2/20	14.0/23	12.7/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Changing◪Hands

This week's tabulation of station and system sales ($250,000 and above)

KTMA-TV Minneapolis □ Sold by estate of KTMA Acquisition Corp., debtor, to Sonlight Television Inc. for $3.3 million. Terms: $2.5 million cash at closing and $800,000 three-year noninterest-bearing note. **Seller** is headed by Don Johnston, trustee, and has no other broadcast interests. **Buyer** is headed by Robert Beale (55% voting stock) and Linda R. Brook, and has no other broadcast interests. KTMA-TV is independent on ch. 23 with 1740 kw visual, 174 kw aural and antenna 1,150 feet above average terrain.

WTLJ(TV) Muskegon (Grand Rapids-Kalamazoo-Battle Creek), Mich. □ Sold by Video Mall Communications to Tri-State Christian TV Inc. for $1.5 million. Terms: $1.47 million cash at closing and $30,000 escrow deposit. **Seller** is headed by Marvin D. Sparks, and is also licensee of WTJC(TV) Springfield, Ohio. **Buyer** is headed by Garth W. Coonce, and has application pending for purchase of WGGH(AM) Marion, Ill. It is licensee of WTCT(TV) Marion, Ill.; WAQP(TV) Saginaw, Mich.; WNYB-TV Buffalo and WINM(TV) Angola, Ind., and is licensee or permittee of several LPTV's. Coonce also heads Radiant Life Ministries, licensee of WLXI-TV Greensboro, N.C. WTLJ is independent on channel 54 with 4,395 kw visual, 440 kw aural and antenna 1,000 feet above average terrain.

WQPM-AM-FM Princeton, Minn. □ Sold by P.M. Broadcasting Co. to Segue Communications Corp. for $1.2 million. Approved sale to John V. Montgomery last year for $410,000 ("Changing Hands," Sept. 3, 1990) did not close. Terms: $260,000 escrow deposit, $740,000 cash at closing and $200,000 for four-year noncompete covenant. **Seller** is headed by Terrence P. Montgomery, and has no other broadcast interests. **Buyer** is headed by Paul B. Steigerwald (30% voting stock), former general manager and program director for Midwest Communications Inc.; he has no other broadcast interests. WQPM(AM) has contemporary country format on 1300 khz with 1 kw day, 83 w night. WQPM-FM simulcasts AM programing on 106.3 mhz with 3 kw and antenna 300 feet.

WPGR(AM) Philadelphia □ Sold by Kiss Ltd. to All Star Radio Inc. for $800,000. **Seller** is headed by Kenneth O'Keefe, and is licensee of WYXR(FM) Philadelphia; WPIT-AM-FM Pittsburgh; WXKS-AM-FM Everett-Medford, Mass.; WRFX(FM) Kanapolis, N.C.; WHTT-AM-FM Buffalo and WKQG(AM)-WPXY-FM Rochester, both New York. General partners in KISS Ltd. are also general partners in WNUA(AM) Chicago. **Buyer** is headed by Marina Kats, and has no other broadcast interests. WPGR has oldies format on 1540 khz; with 50 kw day.

KLEE(AM)-KOTM-FM Ottumwa, Iowa □ Sold by Kleeco Radio Inc. to FMC Broadcasting Inc. for $400,000 for terms payable in 20 years. **Seller** is headed by Gary Johnson, trust officer for Daniel C. Palen estate. Estate also owns 50% of WGLB-AM-FM Port Washington, Wis. **Buyer** is headed by Thomas A. Palen (100%) and Beverly Palen, wife of late Daniel Palen. Beverly Palen is currently vice president of Kleeco Radio. KLEE has country, news-talk format on 1480 khz 500 w day and 333 w night. KOTM-FM has contemporary hit format on 97.7 mhz with 6 kw and antenna 200 feet above average terrain.

WKXM-AM-FM Winfield, Ala. □ Sold by Ad Media Management Corp. to Harper-Mainord Broadcasting for $365,000, payable in 144 equal monthly installments. Stations were purchased in 1989 for $142,500 when WKXM-FM was not yet on air; application for license is pending. **Seller** is headed by James B. Pate, and has no other broadcast interests. **Buyer** is owned by general partners Maxine Harper (67%) and Jack Mainord (33%), and has no other broadcast interests. WKXM(AM) has country format on 1300 khz with 5 kw day and 30 w night. WKXM-FM has oldies format on 105.9 mhz with 3 kw and antenna 328 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's □ **$1,172,509** □ **6**
FM's □ **$10,000** □ **1**
AM-FM's □ **$2,140,000** □ **4**
TV's □ **$4,800,000** □ **2**
Total □ **$8,122,509** □ **13**

Year to Date:
AM's □ **$71,290,508** □ **246**
FM's □ **$211,603,609** □ **264**
AM-FM's □ **$330,086,849** □ **202**
TV's □ **$1,058,904,400** □ **79**
Total □ **$1,671,885,366** □ **791**

For 1990 total see Jan. 7, 1991 BROADCASTING.

CLOSED!

WTKN-AM/WHVE-FM, Tampa, Florida from Susquehanna Radio Corporation to Paxson Broadcasting, Inc., for $7.3 million.

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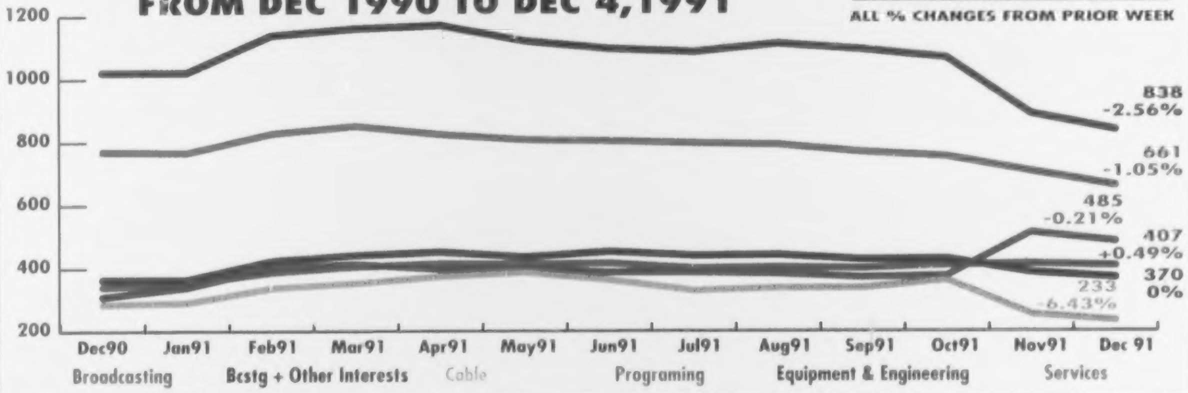
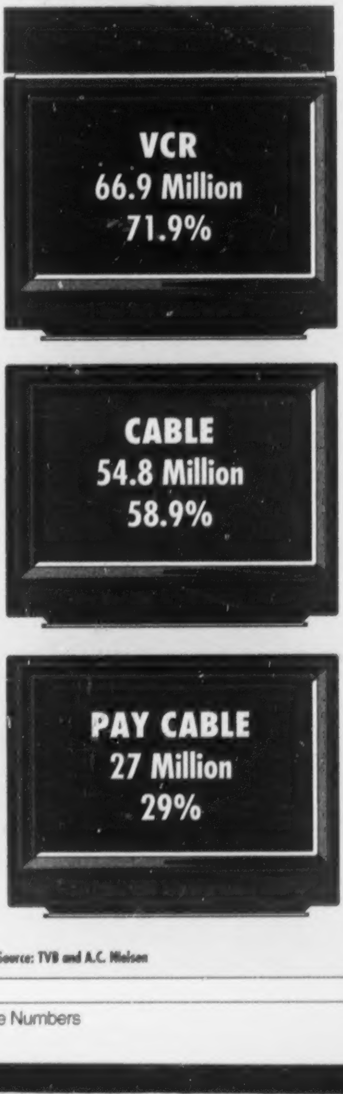
ALL % CHANGES FROM PRIOR WEEK



NUMBER AND PERCENTAGE OF HOUSEHOLDS WITH VCR'S, CABLE AND PAY CABLE



VCR
66.9 Million
71.9%

CABLE
54.8 Million
58.9%

PAY CABLE
27 Million
29%

Source: TVB and A.C. Nielsen

SUMMARY OF BROADCASTING & CABLE

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Service	ON AIR	CP's¹	TOTAL*
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Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

Both CBS and NBC made prime time changes last week, with NBC bringing back *Pacific Station* and CBS slotting two new series on its troubled Friday night. NBC is pulling *Flesh 'N Blood* from the 9-9:30 slot on Friday and is bringing back *Pacific Station* effective Dec. 20. The series, starring Robert Guillaume, will be paired with *Dear John* at 9:30. NBC said *Flesh 'N Blood* will return later. CBS is adding two dramas to its Friday lineup with *Tequila & Bonetti* (formerly *Tequila & Boner*), premiering Jan. 17 at 9, and *Hearts Are Wild*, premiering Jan. 10. at 10. The network still needs to schedule permanent programing in the 8-9 hour on Friday but in the interim will fill the time with specials and *Rescue: 911*. Two episodes of that show air in the 8-9 slot on Jan. 24 and 31 before a replacement begins airing in February.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 10. Numbers represent aggregate rating average/stations/% coverage)

1. Star Trek	**15.4/246/98**
2. Wheel Of Fortune	**14.8/222/98**
3. Oprah Winfrey Show	**11.5/223/99**
4. Entertainment Tonight	**9.1/185/96**
5. Current Affair	**8.9/171/93**
6. Imagination I	**8.9/184/96**
7. Cosby Show	**8.8/208/97**
8. Wheel of Fortune (Wknd)	**8.4/186/82**
9. Married...With Children	**7.7/168/94**
10. Donahue	**7.0/229/99**
10. Inside Edition	**7.0/124/86**
12. Sally Jessy Raphael	**5.7/207/97**
13. Hard Copy	**5.6/168/91**
14. Entertainment Ton. (wknd)	**5.0/188/95**
15. Street Justice	**5.0/137/91**

LBS Communications, in a move previously anticipated by creditors (BROADCASTING, July 8 and Nov. 25), **filed for Chapter 11 bankruptcy protection** in New York late last week. According to the court filings, LBS says it has entered into a merger agreement with All American Communications, also been expected by industry observers. In the court filing, LBS's total assets are put at $30.5 million, while the New York-based syndicator has posted liabilities of slightly under $68.5 million. An All American spokesperson declined comment on the terms of the merger, but it is reported that the company is making an asset purchase of LBS's syndicated programing, including *Family Feud* and *Baywatch*.

As soon as **Turner Broadcasting System completed its $320 million acquisition of Hanna-Barbera Productions** on Dec. 4, **pink slips were sent out the next day to 92 domestic and 23 international employes** out of 430 people on the payroll at the Hollywood animation house. A TBS spokesperson said, "Like most other mergers, there was a duplication of positions and responsibilities open for elimination."

Iowa State University has hired media broker The Ted Hepburn Co. to find a buyer for its WOI-TV Ames, Iowa, ABC affiliate. ISU President Martin Jischke did not disclose the asking price, but said it is "somewhat lower" than the $20 million at which the station was valued in 1986, according to the *Ames Daily Tribune*. The paper said that to remain viable, the station, which trails the affiliates in ratings, would have to move 28 miles south to Des Moines, the market in which it competes.

John Quinn, president-GM, WJDM(AM) Elizabeth, N.J., confirmed last week that he **is also a candidate for the hotly contested District 2 seat** (serving New York and New Jersey) on the NAB radio board ("Top of the Week," Dec. 2). Quinn, an active participant in NAB's program to promote its AMAX consumer radios, said AM improvement and digital audio broadcasting will be key issues for the new radio board next June. Former board member William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., and Mark Bench of

ANOTHER SIDE TO THE CHAIRMAN

You can still get conflicting opinions about Alfred Sikes as chairman of the FCC, but there was a consensus following his performance at a Federal Communications Bar Association dinner in Washington last Thursday evening that he is making real progress as a stand-up comic. Sikes put all seriousness aide, hoping to amuse the several hundred lawyers, lobbyists and government officials with a routine of mostly inside jokes. Noting the FCC's chronic troubles in getting adequate funding, Sikes said the FCC would be instituting a new revenue-raising gimmick. Starting Jan. 1, there will be only one phone line into the commission: 1-900-PHONE-AL. That's $100 for the first minute, $50 for each additional minute. But the first 25 callers get a bonus: a free savings and loan and a daytime AM station.

Sikes presented his Profiles in Courage Award to the Japanese owners of major movie studios, who are remaking "Tora Tora Tora" with a new title: "Hands Across the Pacific." Collegiality is as robust as ever, according to Sikes. Commissioner Ervin Duggan has suggested a rotating chairmanship, Sikes said. "But Ervin didn't say exactly what I should be rotating on." Sikes also said he is getting along better with Commissioner Sherrie Marshall. In fact, they are colloborating on a movie script about a "young, dynamic, good-looking" head of a federal regulatory agency who overcomes all odds to do what's right for the public. The only dispute is over casting. Sikes envisions Mel Gibson and Roseanne Arnold in the leads; Marshall, Michelle Pfeiffer and Danny DeVito. —HAJ

C1852-14

DEC 16

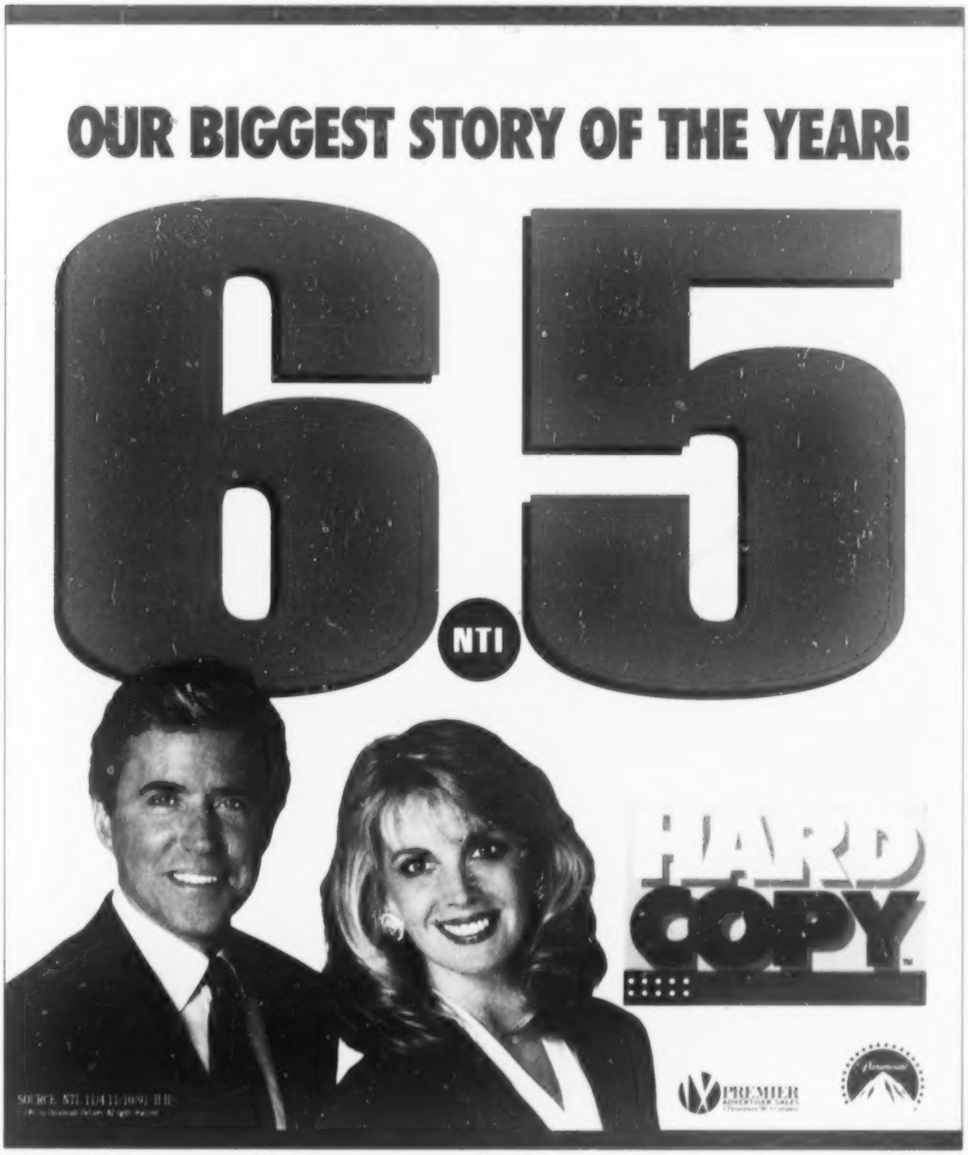
Broadcasting

61st YEAR FIRST IN TELEVISION CABLE RADIO SATELLITE 1991 $2.95

❑ FCC'S NEW DEAL ON POLITICAL ADVERTISING /4

❑ CBS TO TEST PRIME TIME SHIFT ON KPIX /25

❑ BASIC CABLE CONSIDERS PPV /39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AT LARGE: NBC'S BOB WRIGHT
page 24

FCC TAKES CONTROL OF OVERCHARGES

Fines two stations $25,000 each; addresses reasonable access, 'equal opportunity'

By Harry A. Jessell

Broadcasters breathed a collective sigh of relief following the FCC's anticipated, but by no means certain, decision last week to pre-empt lawsuits against stations by candidates claiming they had been overcharged for campaign spots under the lowest-unit-charge statute.

"We are pleased the commission has asserted exclusive jurisdiction over political broadcast rate issues," said National Association of Broadcasters President Eddie Fritts. "We have always believed the FCC is the appropriate place for disputes to be resolved."

As expected, the pre-emption is total, covering determination of liability and rebates and sanctions. Whether the FCC is overreaching is left for the federal courts to decide.

If the FCC jurisdiction is affirmed, candidates who feel they have been overcharged will have no recourse but to file a complaint with the FCC. No longer will they be able to slap stations with lawsuits or threats of them.

As if to demonstrate that its pre-emption does not mean stations will be able to get away with ignoring their obligation, the FCC also last week tentatively fined two stations $25,000 each for lowest-unit-charge violations. The stations—KRON-TV San Francisco and KDFW-TV Dallas-Fort Worth—were among 30 stations "audited" for compliance with the political broadcasting rules in July 1990.

The FCC "is asserting its jurisdiction over all claims so as to vigorously prosecute such claims, not bury them," said FCC Commissioner Sherrie Marshall.

And to make sure everyone is clear on just what broadcasters' obligations are, the FCC adopted at its Dec. 12 open meeting a new set of political broadcasting rules, codifying some

This Week

RECORD SALE / 4

The anticipated sale of all-sports WFAN(AM) New York for $70 million may represent the highest price ever paid for an AM standalone.

FIRST SIXTY / 14

At a dinner to mark the magazine's 60th anniversary, BROADCASTING inducted 60 honorees into its newly established Hall of Fame. ABC News's Sam Donaldson was master of ceremonies.

BOB WRIGHT AT LARGE / 24

In a BROADCASTING interview, NBC President Bob Wright asserts that viewers will drive the network in the future and that NBC's organizational structure will reflect the programing that people want to see.

SHIFTING TIDE / 28

A second West Coast station—KPIX(TV) San Francisco—has received the go-ahead to shift prime time from 8-11 p.m. to 7-10. The station plans an hour newscast at 10 p.m., but CBS has asked it to seek a waiver of the prime time access rule to accommodate a 10:30 start for a possible late-night slate.

BROADCASTING celebrates 60 years (p.14)

BASIC ADVANTAGE / 39

Basic cable networks—chiefly USA, the Nashville Network and ESPN—are stepping into PPV in an effort to bring in extra revenue. The services have the benefit of using their own networks to promote the events.

CHART-TOPPING URBAN, CHR / 44

The Birch fall survey for eight of the top-10 markets shows CHR and Urban formats holding their strength: each took four top spots.

PPV BAN IN THE WORKS / 47

Representative William Lipinski (D-Ill.) plans to introduce legislation next year banning PPV telecasts of sporting events held in public facilities. "He doesn't think it's fair for people who have technically already paid for the stadium to pay more to watch" on TV, a staffer said.

INTERACTIVE ACTION / 51

Interactive Network Inc., which raised $16 million by going public one month ago, is the latest pioneer to enter the interactive video field. It boasts a list of prestigious investors—NBC, Nielsen, Cablevision—but what it needs most now is customers.

J-CRISIS IN THE MAKING / 55

The potential for misuse means that exciting developments in digital imaging could have dire consequences for the integrity of TV news, a Washington panel was told.

Bob Wright at large (p.24)

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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At Deadline

MORE CUTS AT TVB

The Television Bureau of Advertising reduced its staff by 11 last week. A TVB spokesperson said TVB was "in the final phase of our downsizing." As part of the downsizing, TVB's Los Angeles office has been closed. Last month, TVB closed its Chicago office.

NEW SHOW EXCLUSIVE

Cannell Distribution is launching a companion show to its *Street Justice. The Renegade* will be introduced in fall '92. *See page 10.*

ANOTHER CHAPTER 11

Inter-Urban Broadcasting, New Orleans-based radio group owner, has filed for Chapter 11 in New Orleans Bankruptcy Court. Affected stations are WYLD-AM-FM New Orleans, KATZ-AM-FM St. Louis and WIZF(FM) Erlanger, Ky.

For other late-breaking news, see "In Brief," pages 80-81.

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existing policies and staff interpretations and adding a few new twists. The new rules address the lowest-unit-charge requirement, but also the "reasonable access" and "equal opportunities" requirements.

Bobby Kahn, an attorney representing some of the candidates, said his clients would forgo additional lawsuits until the jurisdictional question is settled by the courts.

But, Kahn said, he will press ahead with FCC complaints against four stations. Last week's fines show the FCC is getting tough about enforcement. "We are very encouraged," he said.

Federal law requires broadcast stations to provide "reasonable access" to federal candidates—that is, sell or give away time to them. Also, it must sell time at "lowest unit charge" for that class and daypart or at rates comparable to those of the station's "most favored commercial advertiser." Stations that provide time to one candidate are also obliged to provide "equal opportunities" to opposing candidates.

> *The FCC "is asserting its jurisdiction over all [lowest unit charge] claims so as to vigorously prosecute such claims, not bury them."*
>
> **FCC Commissioner Sherrie Marshall**

The so-called political broadcasting rules have been a continuing source of confusion for broadcasters and candidates, with the former uncertain of their obligations and the latter of their rights.

In September 1990 the FCC released a preliminary analysis of its July 1990 station audit, indicating a majority of the stations were overcharging under the statute.

The findings triggered candidate lawsuits and threats of them against scores of stations across the country. Some stations resisted. Others reached settlements, handing over hundreds of thousands of dollars in rebates to the candidates. Faced with interminable and widespread litigation, the broadcasting industry pressed for FCC pre-emption.

Among the newly codified lowest-unit-charge rules is the requirement that stations make full disclosure to candidates of "all classes of time, discount rates and privileges afforded to commercial advertisers." The rules permit stations to create pre-emptible classes of time with certain restrictions as long as they are made available to commercial and political advertisers alike on the same terms.

The full-disclosure requirement was among several elaborations of lowest-unit-charge obligations first set forth by the FCC staff in September 1990. Because the elaborations may contain elements broadcasters had not previously been made aware of, said FCC General Counsel Robert Pettit, the FCC will not apply them in its enforcement proceedings prior to September 1990.

The FCC decided to retain a 1978 policy permitting stations to refuse to air campaign spots during newscasts. That decision came over the objections of FCC Chairman Alfred Sikes and the FCC staff, who favored repeal of the policy.

At Sikes's urging, the FCC adopted, along with its pre-emption order, a new complaint procedure permitting "limited discovery" of a station's commercial advertising records. A candidate would conduct discovery only after having made a prima facie case that he or she had been overcharged. Discovery would be conducted under a protective order that would limit access and disclosure of documents. Stations would be permitted to blank out the names of advertisers from advertising records.

According to the FCC, KDFW-TV Dallas-Fort Worth allegedly overcharged for 47 spots, while KRON-TV San Francisco overcharged for 98 spots and violated a rule prohibiting discrimination among candidates.

The FCC also notified three other audited stations that they were liable for fines for failure to maintain complete political broadcasting files: KTXA(TV) Dallas-Fort Worth ($7,500); KRLD(AM) Dallas-Fort Worth ($3,750) and WSTR-TV Cincinnati ($1,500).

The stations have an opportunity to present arguments against the fines before the FCC decides whether to affirm them.

Of the other 25 audited stations, 10 received letters of caution or admonition for various violations and 15 were cleared of all wrongdoing. ■

Broadcasting's Ratings Week Dec1-8

	ABC	CBS	NBC	FOX
MONDAY	16.0/24	15.6/23	13.9/21	NO PROGRAMING
8:00	60. MacGyver 9.5/15	14. Evening Shade 15.8/24	22. Fresh Prince 14.2/21	
8:30		21. Major Dad 14.5/21	26. Blossom 13.7/20	
9:00	8. NFL Monday Night Football—Philadelphia Eagles at Houston Oilers 17.9/30	10. Murphy Brown 17.3/25	24. NBC Monday Night Movies—A Little Piece of Heaven 13.8/21	
9:30		11. Designg Wmn 16.8/24		
10:00		19. Northern Exposure 14.7/23		
10:30				
TUESDAY	16.9/26	11.6/18	12.9/20	NO PROGRAMING
8:00	4. Full House 18.9/29	37. Rescue: 911 12.7/19	32. In the Heat of the Night 13.2/20	
8:30	7. Home Improvmt 18.4/27			
9:00	1. Roseanne 22.5/33	52. CBS Tuesday Night Movie—Star Trek V: The Final Frontier 11.1/17	35. Pearl Pt. 1 12.8/20	
9:30	3. Coach 19.6/29			
10:00	53. Homefront 11.0/18			
10:30				
WEDNESDAY	10.9/17	9.4/15	14.3/23	NO PROGRAMING
8:00	40. Dinosaurs 12.4/19	62. Brooklyn Bridge 9.3/15	6. Unsolved Mysteries 18.5/28	
8:30	30. Wonder Years 13.3/20	66. B. Bunny Xmas 8.6/13		
9:00	30. Doogie Howser 13.3/20	61. Jake and the Fatman 9.4/14	42. Seinfeld 12.3/19	
9:30	55. Anything B/Love 10.3/16		39. Seinfeld 12.5/19	
10:00	71. Civil Wars 8.1/14	58. 48 Hours 9.9/17	47. Pearl Pt. 2 12.0/21	
10:30				
THURSDAY	13.5/21	8.6/13	15.5/24	10.5/16
8:00	75. Pros and Cons 7.9/12	79. Top Cops 7.7/12	11. Cosby 16.8/26	38. Simpsons 12.6/20
8:30			9. A Diffnt. World 17.5/27	66. Drexell's Class 8.6/13
9:00	13. Pearl Harbor: Two Hours That Changed the World 16.3/25	84. Trials of Rosie O'Neill 6.7/10	5. Cheers 18.6/28	55. Beverly Hills 90210 10.3/15
9:30			16. Wings 15.5/23	
10:00		49. Knots Landing 11.4/18	43. Reasonable Doubts 12.2/20	
10:30				
FRIDAY	13.6/24	8.0/14	9.9/18	5.7/10
8:00	23. Family Matters 14.1/25	71. Garfield's Xmas 8.1/14	50. Matlock 11.2/20	82. America's Most Wanted 7.2/13
8:30	24. Step By Step 13.8/24	76. Claymation Xmas 7.8/13		
9:00	28. Perfect Strngrs 13.5/23	73. CBS Friday Movie Special—The Lady Forgets 8.0/14	66. Man of the People 8.6/15	89. Hidden Video 4.5/8
9:30	34. Baby Talk 12.9/23			91. Best of the Worst 3.9/7
10:00	28. 20/20 13.5/25		58. Pearl Pt. 3 9.9/18	
10:30				
SATURDAY	7.7/14	9.8/17	12.3/22	6.3/11
8:00	76. Who's the Boss? 7.8/14	54. 50th Anniversary of Pearl Harbor 10.5/18	35. Golden Girls 12.8/23	81. Cops 7.4/13
8:30	76. Growing Pains 7.8/14		50. Walter & Emily 11.2/19	64. Cops 2 9.0/16
9:00	83. TheYoung Riders 6.9/12		15. Empty Nest 15.6/27	88. Charlie Hoover 4.7/8
9:30			26. Nurses 13.7/23	90. Get A Life 4.0/7
10:00	69. The Commish 8.4/16	69. P.S. I Luv U 8.4/16	55. Pearl Pt. 4 10.3/19	
10:30				
SUNDAY	11.4/18	16.1/25	9.7/15	8.7/13
7:00	86. ABC's World of Discovery 6.4/10	2. 60 Minutes 20.1/32	17. NFL Game 2 15.4/26	85. True Colors 6.6/11
7:30			73. The Torkelsons 8.0/12	80. Parker Lewis 7.5/12
8:00	18. Am Fun Hme Vid 14.8/22	48. Brooklyn Bridge 11.8/18	40. Hot Country Nights 12.4/18	45. In Living Color 12.1/18
8:30	19. Am Fun People 14.7/22	17. CBS Sunday Movie—Beaches 15.3/23		65. Roc 8.7/13
9:00	43. ABC Sunday Night Movie—Yes Virginia, There is a Santa Claus 12.2/19		33. NBC Sunday Night Movie—One Special Victory 13.1/20	45. Married w/Childn 12.1/18
9:30				62. Herman's Head 9.3/14
10:00				87. Sunday Comics 5.3/8
10:30				
WEEK'S AVGS	12.8/20	11.5/18	13.1/21	7.8/13
SSN. TO DATE	12.2/20	13.8/22	12.8/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting

Radio

URBAN, CHR MAINTAIN STRENGTH IN BIRCH

Fall report for eight of top-10 markets shows two formats splitting number-one spots

By Reed E. Bunzel

Radio stations programing Urban and Contemporary Hits Radio formats maintained their hold in top-10 markets, according to the just-released Birch 1991 fall survey. In the eight market reports released last week, Urban and CHR stations each placed first in four markets, although two of the number-one Urban stations and three of the CHR stations suffered audience declines.

Reports for the Dallas-Fort Worth and Houston markets will be released this week. Numbers reflect persons 12-plus, Monday-Sunday, 6 a.m. to midnight.

Market-by-market highlights include:

- New York: Urban-formatted WRKS-FM held on in the top slot but dropped more than half a point to 6.4, still ahead of WQHT(FM), which gained slightly to 5.7. Third-place Album-Oriented Rock WNEW-FM, which jumped a full point to 5.3 in the summer book, slipped back to 4.7 in the fall survey. The biggest market gain was realized by WLTW(FM), which jumped from 2.7 to 4.1.
- Los Angeles: CHR combo KIIS-AM-FM held on to its lead, dipping slightly to 6.4 but still ahead of Urban challenger KKBT(FM), which held steady at 6.0. KLOS(FM) slipped a bit but remained in third place with a 5.2. Healthiest gain was posted by Spanish-formatted KLVE(FM), which jumped from 2.3 to 4.0—possibly, in part, because of Birch's primary language weighting.
- Chicago: First-place Urban finisher WGCI-FM slipped more than a full point to 9.3, less than a half-point ahead of WGN(AM), which climbed to 8.9. CHR-oriented WBBM-FM slipped to 6.6 but held on in third place, ahead of AOR WWBZ-FM, which increased slightly to 6.0.
- San Francisco: Market leader KMEL(FM) increased its CHR share to 9.5, more than a full point ahead of News/Talk KGO(AM) and double the audience of Urban third-place finisher KSOL(FM), which finished at 4.7.
- Philadelphia: Urban powerhouse WUSL(FM) gained more than a full point to 9.8, strengthening its market lead over AOR-formatted WMMR(FM), which finished second at 7.5. Classic

	Format	Summer	Fall
1. New York			
WRKS-FM	Urban	7.7	6.4
WQHT(FM)	CHR	5.5	5.7
WNEW-FM	AOR	5.3	4.7
WBLS(FM)	Urban	4.8	4.6
WHTZ(FM)	CHR	4.1	4.2
WLTW(FM)	Soft AC	2.7	4.1
WOR(AM)	Talk	3.3	4.0
WINS(AM)	News	4.1	3.8
WXRK(FM)	Classic rock	3.9	3.8
WNSR(FM)	Soft AC	3.3	3.6
2. Los Angeles			
KIIS-AM-FM	CHR	6.7	6.4
KKBT(FM)	Urban	6.0	6.0
KLOS(FM)	AOR	5.6	5.2
KOST(FM)	Soft AC	5.3	5.1
KPWR(FM)	CHR	4.4	5.0
KABC(AM)	Talk	5.4	4.0
KLVE(FM)	Spanish	2.3	4.0
KQLZ-FM	Rock	2.7	3.5
KROQ-FM	AOR	3.7	3.4
KRTH-FM	Oldies	2.9	3.3
3. Chicago			
WGCI-FM	Urban	10.6	9.3
WGN(AM)	MOR/talk	8.2	8.9
WBBM-FM	CHR	7.4	6.6
WWBZ-FM	AOR	5.8	6.0
WVAZ-FM	Urban	4.5	5.1
WUSN(FM)	Country	4.0	4.7
WXRT(FM)	AOR	3.8	3.8
WLUP-FM	AOR	3.8	3.7
WBBM(AM)	News	3.4	3.6
WNUA(FM)	AC	3.3	3.5
4. San Francisco			
KMEL(FM)	CHR	9.3	9.5
KGO(AM)	News/talk	7.9	8.4
KSOL(FM)	Urban	4.6	4.7
KCBS(AM)	News	4.3	4.3
KIOI(FM)	AC	3.4	3.9
KITS(FM)	Modern rock	3.2	3.3
KSAN(FM)	Country	3.3	3.3
KOIT-AM-FM	Soft AC	2.0	3.0
KRQR(FM)	AOR	1.7	2.8
KXSF(FM)	New AC	1.7	2.7

	Format	Summer	Fall
5. Philadelphia			
WUSL(FM)	Urban	8.7	9.8
WMMR(FM)	AOR	7.2	7.5
WYSP(FM)	Classic rock	6.6	6.7
KYW(AM)	News	7.3	6.3
WIOQ(FM)	CHR	7.1	6.0
WDAS-FM	Urban	4.6	5.9
WEGX(FM)	CHR	4.5	5.2
WWDB(FM)	Talk	4.4	4.2
WMGK(FM)	Soft rock	2.7	4.1
WOGL-FM	Oldies	4.1	4.0
6. Detroit			
WJLB(FM)	Urban	8.5	8.8
WJR(AM)	MOR/talk	7.2	7.5
WWWW(FM)	Country	5.5	7.4
WHYT(FM)	CHR	6.2	5.2
WLLZ(FM)	AOR	4.4	4.9
WRIF(FM)	AOR	4.2	4.9
WWJ(AM)	News	3.5	4.8
WCSX(FM)	Classic rock	5.3	4.3
WMXD(FM)	Urban	5.3	4.2
WXYT(AM)	News/talk	3.7	4.1
7. Washington			
WPGC-FM	CHR	13.4	12.4
WMZQ-AM-FM	Country	5.9	5.9
WKYS(FM)	Urban	6.3	5.4
WWDC-FM	AOR	5.4	4.7
WAVA(FM)	CHR	4.2	4.2
WCXR(FM)	Classic rock	3.8	4.0
WGAY-FM	Easy	4.5	4.0
WMAL(AM)	News/talk	2.7	3.6
WROX-FM	Hot mix	3.3	3.6
WHFS(FM)	Prog. AOR	2.8	3.6
9. Boston			
WZOU(FM)	CHR	10.8	8.3
WBZ(AM)	AC	5.4	7.0
WBCN(FM)	AOR	7.3	6.7
WXKS-FM	CHR	7.9	6.7
WRKO(AM)	Talk	5.2	5.1
WBMX(FM)	AC mix	4.2	4.8
WZLX(FM)	Classic rock	4.2	4.7
WVBF(FM)	AC	3.5	4.5
WAAF(FM)	AOR	3.8	3.8
WMJX(FM)	AC	3.0	3.8
WODS(FM)	Oldies	4.0	3.8

Advertising & Marketing

ADVERTISING OUTLOOK MIXED FOR 1992

Forecasts for 1991 are lowered (again); network, spot bear the brunt of cuts

By Joe Flint

Analysts and industry executives at the PaineWebber Media Conference in New York last week found themselves revising earlier 1991 advertising expenditure estimates and trying to put on a happy face for 1992.

Robert Coen, senior vice president and director of forecasting, McCann-Erickson, who last year projected advertising expenditures in the United States to rise 4.6% to $136 billion (BROADCASTING, Dec. 17, 1990), said expenditures are now expected to drop 1.5% from 1990 to $126.7 billion. The 1991 decline has not dampened Coen's outlook for 1992. The McCann-Erickson forecaster is looking for the elections and Olympics to boost U.S. ad spending by 6.2% to $134.6 billion.

CHANGING PERCEPTIONS OF 1991

How six months affected 1991 advertising estimates vs. 1990

	Estimated June '91	*Estimate last week*
Network TV	+1.5%	-5.0%
Spot TV	+1.0%	-6.5%
Cable TV	+12.0%	+10.0%
Syndication*	+20.0%	+15.0%
Local TV	+1.0%	-1.0%

**Includes Fox. Source: Robert Coen, director of forecasting, McCann-Erickson.*

National TV-radio advertising, Coen said, will grow 7.8% to $23,310 billion in 1992, while local will see growth of 5.7% to $15.440 billion. Coen conceded at the conference that he was probably "more optimistic about the future than anybody in this room."

Coen's new figures for 1991 confirmed what broadcasters already knew. Network television, Coen said, was down 5% to $8.915 billion in 1991 compared to 1990. Spot television was off 6.5% to $7.280 billion, and network and spot radio expenditures were off 2% to $2.075 billion.

Cable and syndication continue to report double-digit growth, with cable advertising up 10% to $1.530 billion and syndication (including Fox) up 15% to $1.825 billion. National advertising for all TV and radio for 1991 was projected to hit $21.625 billion, a 4.2% decrease compared to 1990. Local broadcast media, Coen projected, will drop 6% to $14.150 billion this year compared to 1990.

Not sharing Coen's optimism for 1992 was John Perriss, chairman and chief executive officer, Zenith Media Worldwide, a London-based division of Saatchi & Saatchi. While Perriss mostly talked about the depressed advertising market abroad (with the exception of Japan), he did say that there was no immediate prospect of a return to real growth for the United States advertising market until 1994. North America, Perriss said, is "dragging down the rest of the world, and the United States ad industry still looks pretty sick."

Agreeing with that analysis was consulting firm Myers Marketing & Research (MM&R), which also put out its 1992 media spending forecast. Highlights of the MM&R study include: spending on the big-three networks, Fox and unwired networks will be up 5%-6%; spot and local television will be up 4%-5%; cable network spending up 14%-16%; local cable up

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25%-30% and syndication up 3%-4%. All figures are adjusted to factor in an inflation rate of 4%.

State of the networks: 1991

In his annual state of the networks address, David Poltrack, senior vice president, planning and research, CBS Broadcast Group, predicted a 5% increase in three-network revenue to about $8.93 billion in 1992. Network revenue for 1991, he said, would be down 3%. Last year he had forecast a 2% increase in three-network revenue. Poltrack said since the Olympics will contribute to this gain, "underlying growth will be just 3%."

While 3% growth is nothing to crow about, Poltrack said he believed the "fundamentals supporting network television are sounder than they have been in recent years." Reasons for this, he explained, include the 1% increase in the three-network prime time rating and the increase in younger demographic audiences, which he put at 2%-3%. Also improving the picture, he said, is a slower pace of cable audience growth. Said Poltrack: "This season, basic cable's collective rating is up just 13%, compared to last season's comparable 23% gain and a five-season compound growth rate of 22%."

Poltrack said the estimated $500 million that fell out of the network ad marketplace will return. "No one," Poltrack said, "has attributed the declines to any substantial degree to a shifting in media strategy away from network television." If there is an economic turnaround before the 1992 upfront, Poltrack predicted, the three networks could see near double-digit growth in 1993. ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KDFT(AM) Ferris, Tex. CP sold by subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Inc. for $2 million. Assignment includes total of nine stations for $9.45 million (see "For the Record" for individual stations). **Seller** is headed by L.E. Willis Sr., who has 25% interest in buyer. Willis Broadcasting recently sold WCLN(AM) Clinton, N.C., and is purchasing WTZR(FM) Moyock, N.C. (Chesapeake, Va.). It also has interests in five AM's and 11 FM's. **Buyer** is headed by Celestine L. Willis, daughter of seller, and also has interests in WGTM(AM) Wilson and WKJA(FM) Belhaven, both North Carolina. KDFT has religious format on 540 khz with 1 kw day and 220 w night.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$4,219,278** □ **13**
FM's □ **$1,780,000** □ **3**
AM-FM's □ **$2,335,000** □ **3**
TV's □ **$1,750,000** □ **1**
Total □ **$15,484,278** □ **20**

Year to Date:

AM's □ **$80,909,786** □ **259**
FM's □ **$213,383,609** □ **267**
AM-FM's □ **$332,421,849** □ **205**
TV's □ **$1,060,654,400** □ **80**
Total □ **$1,687,369,644** □ **811**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WNHT-TV Concord, N.H. □ Sold by Thomas J. Flatley to New England Television for $1.75 million on terms. Station is not on air. Sale of station last year for $1.5 million ("Changing Hands," June 18, 1990), approved by FCC in July, did not close. **Seller** has no other broadcast interests. **Buyer** is headed by Wilson Hickman, who is also President and 20% shareholder of Kennebec Valley Television, Inc., permittee of WWLA-TV Lewiston and seven LPTV's, all Maine. WNHT-TV is independent on ch. 21 with 1860 kw visual and antenna 1,128 feet.

WPRA(AM)-WRPC(FM) Mayaguez-San German, P.R. □ Sold by W.P.R.A. Inc. to American National Broadcasting Corp. for $1.7 million. Terms: $250,000 down payment and $1.45 million cash at closing. **Seller** is headed by Ederlinda Camara de Tamayo and has no other broadcast interests. **Buyer** is headed by Fernando Vigil Jr., and has no other broadcast interests. WPRA is fulltimer with top 40

SOLD!

WINZ-AM/WZTA-FM, Miami, Florida and WWNZ-AM/WZTU-FM, Orlando, Florida from Guy Gannett Publishing Company to Paxson Broadcasting, Inc.

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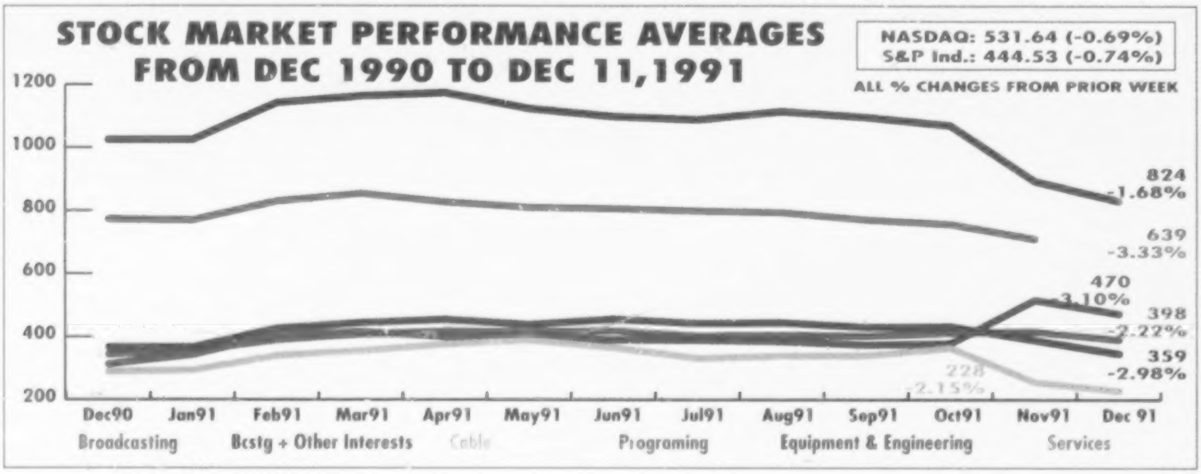
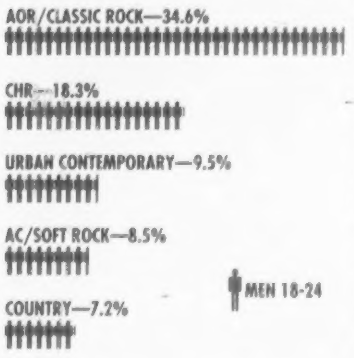
Broadcasting's By The Numbers


STOCK MARKET PERFORMANCE AVERAGES FROM DEC 1990 TO DEC 11,1991

NASDAQ: 531.64 (-0.69%)
S&P Ind.: 444.53 (-0.74%)

ALL % CHANGES FROM PRIOR WEEK

RADIO FOMAT PREFERENCES



Source: Interep Radio Store from Arbitron spring 1991 85 selected market/share of audience total week

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,988	235	5,223
Commercial FM	4,539	1,009	5,548
Educational FM	1,497	311	1,808
Total Radio	**11,024**	**1,555**	**12,579**
Commercial VHF TV	556	16	572
Commercial UHF TV	575	168	743
Educational VHF TV	124	4	128
Educational UHF TV	233	12	245
Total TV	**1,488**	**200**	**1,688**
VHF LPTV	230	149	379
UHF LPTV	738	794	1,532
Total LPTV	**968**	**943**	**1,911**
FM translators	1,878	363	2,241
VHF translators	2,701	79	2,658
UHF translators	2,338	320	2,658

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93 1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

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61st YEAR FIRST IN TELEVISION CABLE RADIO SATELLITE 1991 □ $2.95

❑ GOULAZIAN NEW KATZ CEO, JOYELLA JOINS FROM TVB / 6

❑ NAB'S SECOND THOUGHTS ON EUREKA/DAB / 10

❑ TIME WARNER LAUNCHES FIRST 150-CHANNEL SYSTEM / 18

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The FCC in Discord

however, he has failed to do so, while drawing complaints from Barrett and Duggan about some of his tactics.

Barrett says Haines tried to cause him trouble by telling administration officials that his support for permitting new entrants in the expanded AM band was tantamount to support for minority preferences.

Sikes's critics say the problem is his unyielding adherence to positions. Depending on one's point of view, the attribute is either stubbornness or standing on principle. In any event, Barrett thinks he knows how to deal with it.

During the fin-syn deliberations, Barrett says, one of the commissioners came to him and said the only way to deal with Sikes is as you would a donkey: hit him on the head with a two-by-four to get his attention. Barrett said the advice was only half right. Forget the two-by-four, he said. "You bring up another donkey and blow his brains out and you keep doing that," he said. "Either the donkey is going to get the message or you're going to have a lot fewer donkeys."

The friction may have slowed down Sikes's agenda, but it has yet to derail any major items, including review of the broadcast ownership regulations.

Nonetheless, the real test of Sikes's effectiveness will come next year, when he tries to bring home proceedings initiated this year. The lack of goodwill will surely make that task more difficult. ■

BUSH ATTACKS 'FILTH' FROM TRIAL COVERAGE

By Rich Brown

President Bush last week complained about televised trial coverage and the "filth and indecent material" he believes it carries into the nation's homes.

One week after the televised William Kennedy Smith rape trial, President Bush said in an interview with KGO-TV San Francisco on Tuesday that he was "worried about so much filth and indecent material coming in through the airwaves and through these trials into people's homes.

"I think the American people have a

This Week

THE LONG AND SHORT OF IT

In recognition of the holiday season, BROADCASTING is publishing abbreviated issues this week and next. Missing are most of the standard departments; present are the full weeks' budget of breaking news.

FEUD AT FCC / 4

FCC Commissioners Sherrie Marshall, Ervin Duggan and Andrew Barrett bristle at what they consider Alfred Sikes's high-handed approach to policy-making, but the chairman's agenda moves ahead.

BACKING OFF EUREKA / 10

Several NAB Radio Board members believe it may be time to back off NAB's endorsement of the European Eureka satellite DAB system. The move is expected to boost in-band technology's competitive position.

Paul Harvey's new contract with ABC Radio Networks takes the newscaster/commentator into the next century (p.20).

ADIEU BIRCH / 11

This year's fall survey will be the last for Birch: operations will cease Dec. 31, parent VNU/BIS announced last week. Arbitron has acquired the rights to be exclusive marketer of VNU's Scarborough report.

Patricia Bowman (left) and ABC's Diane Sawyer (p.14).

QUEENS IS CHANNEL KING / 18

Time Warner unveiled its first-in-the-nation 150-channel cable system in Queens, N.Y., last week. Many of the new channels—57 out of 75—will be devoted to pay per view and promotion, and the company hopes to recoup its $150-$200-per-subscriber upgrade costs through PPV revenues. The system also offers three channels of time-shifted HBO and Cinemax.

FCC AUDITS TIME BROKERAGE / 20

The FCC has just completed the information-gathering portion of an audit of radio stations in an effort to assess the nature of local marketing agreements. The commission hopes to determine whether licensees are maintaining control of their operations or relinquishing it to outside programers and sales staffs.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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right to be protected against some of these excesses," said Bush. "While people have a right to a fair trial, I think the American people have an overriding right to let those matters be decided behind closed doors."

The President could make a stronger case against cameras in the court if the only televised cases were sexual assault trials, said Steven Brill, president, Court TV, which aired the William Kennedy Smith proceedings in their entirety. But the case was just one of three sexual assault trials out of a total of 65 trials that have been covered by the fledgling channel so far, he said.

"It's clear that having cameras in the court created a fairer trial and as a result Americans have a lot more confidence in the system," Brill said of Court TV's coverage of the Smith trial.

David Bartlett, president of the Radio-Television News Directors Association, was "disappointed" by the President's remarks regarding cameras in the courtroom.

The Sixth Amendment clearly demands that the courts be open, Bartlett said, adding that Bush did not appear to think the issue through prior to making his statements.

President Bush complained last week of 'filth' in televised trial coverage.

"I don't like hearing those words on TV, either, but that's the price that we pay for open courts," said Bartlett. "No one has to watch any particular television channel. That's the nice thing about today's video marketplace; you're not enslaved to one or two channels of news." ■

KATZ REORGANIZES; JOYELLA LEAVES TVB FOR REP

By Joe Flint

The line of succession at Katz Communications appears to be set. Last week the TV-radio rep firm chose Peter Goulazian, president of Katz Television Group, to be president and chief executive officer of Katz Communications. Goulazian takes over the CEO title from Katz Chairman James Greenwald and will oversee both Katz's radio and TV operations. The presidency of Katz Communications has been vacant for two years.

The move of Goulazian from Katz Television to Katz Communications set off a series of personnel changes at the rep firm that included the hiring of Television Bureau of Advertising President Jim Joyella to run Katz Television's American Division.

Tough times at TVB

Joyella is leaving the struggling trade association to join Katz in mid-January. A committee of TVB board members has been formed to search for Joyella's successor, and TVB has retained the recruiting firm of Spencer Stuart to help in the search.

Joyella's announcement comes a month after the association dramatically restructured its mission and cut its staff. Once primarily a research and sales education organization, it has changed its focus to that of a marketing and promotion organization pushing spot and local television to advertisers. In the process, the TVB slashed its budget by 30% and either laid off or offered early retirement to over 30 staffers, or more than half the staff. Boasting a membership of over 600 stations five years ago, the TVB now has about 325 stations, and at one point last month membership was dropping at an average of close to a station a day.

There is no word yet on who the

At Deadline

MERGER COUNTDOWN?

The INTV and NATPE conventions may merge in 1993. "That's certainly a possibility," says INTV President Jim Hedlund. "We are talking but not really negotiating at this point." A big factor, he adds, will be how smoothly the San Francisco convention runs next month.

BUYING AND SELLING

The FCC last week approved CBS's $200-million purchase of Midwest Communications, whose broadcast holdings include WCCO-AM-TV-WLTE(FM) Minneapolis and WFRV-TV Green Bay, Wis., and three satellite TV's. FCC granted permanent waiver of "one-to-a-market" rule, permitting CBS to retain Minneapolis AM-TV combo, and temporary waiver of its multiple ownership rule, giving network 18 months to spin off one of its FM's to stay below 12-station cap. CBS has put KMOX(FM) St. Louis on block.

IN AGREEMENT

NBC joined Disney and CBS in calling on the FCC to eliminate the PTAR off-network prohibition. NBC also said shows produced by network O&O's should not be considered "network" programs, and be exempt from some PTAR restrictions.

CHASE FOR CLEAR?

Clear Channel Communications is said to be looking to buy at least two of the five Fox affiliates Chase Communications has for sale. Possible purchases are KDVR(TV) Denver and WPTY-TV Memphis. They are estimated to be worth $13 million and $33.7 million, respectively. Dan Sullivan, Clear Channel president, would only say: "Chase owns some fine stations, and we are still in an acquisition mode."

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KGEO(AM)-KGFM(FM) Bakersfield, Calif. □ Sold by Kern Broadcasting Corp. to Rogers Brandon for $1.75 million. **Seller** is headed by Joseph Zukin Jr., who has minor interests in KLIV(AM)-KARA(FM) Santa Clara-San Jose, Calif. **Buyer**, Brandon, is resigning as executive vice president of American General Media, which owns five AM's and five FM's, to run stations. KGEO has oldies format on 1230 khz with 1 kw. KGFM has "Bonneville Ultra" format on 101.5 mhz with 5 kw and antenna 1,280 feet above average terrain. *Broker: Media Venture Partners.*

KVOY(AM)-KTPI(FM) Lancaster-Palmdale, Calif. □ Sold by HPW Communications Co. Inc. to The Park Lane Group Inc. for $1.7 million. **Seller** is headed by Melvin Winters, Bert Pucci and Ed Hawkins, who have no other broadcast interests. **Buyer** is headed by James Levy, Rich Blue and Bill Streck, and also has interests in KPPL(AM)-KTMX(FM) Colusa, Calif., and has applied for new FM at Chico, Calif. KVOY is fulltimer with traditional country format on 1340 khz with 1 kw. KTPI has contemporary country format on 103.1 mhz with 860 w and antenna 580 feet above average terrain. *Broker: Media Venture Partners.*

KDXR(FM) Borger (Amarillo), Tex. □ Sold by William H. Sanders to South Central Broadcasting Inc. for $350,000; station is off air. **Seller** has interests in WXFX(FM) Prattville, Ala.; KVFX(FM) Manteca, Calif.; KTVH(TV) Helena, Mont.; WTKT-AM-FM Georgetown, Ky.; WNOO(AM)-WFXS(FM) Chattanooga, Tenn., and KSWT-TV Yuma, Ariz. Sanders is director of Jones Intercable Inc., which runs cable TV systems in 25 states. **Buyer** is headed by John H. Wiggins, who has interests in WWFN(FM) Florence, S.C.; WKXH(AM)-WVLF(FM) Alma, Ga.; WKZF(FM) New Bern, N.C., and WNKX(FM) Centerville, Tenn. *Broker: The Connelly Co.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's □ **$220,000** □ **3**
FM's □ **$728,000** □ **4**
AM-FM's □ **$3,880,000** □ **5**
TV's □ **$0** □ **0**
Total □ **$4,828,000** □ **12**

Year to Date:
AM's □ **$81,129,786** □ **262**
FM's □ **$214,111,609** □ **271**
AM-FM's □ **$336,301,849** □ **210**
TV's □ **$1,060,654,400** □ **80**
Total □ **$1,692,197,644** □ **823**

For 1990 total see Jan. 7, 1991 BROADCASTING

KKCQ-AM-FM Fosston, Minn. □ Sold by North Country Radio Inc. to Pine to Prairie Broadcasting Inc. for $335,000. **Seller** is headed by Dale R. Olmstead and is licensee of KKAQ(AM) and permittee of KKAQ(FM) Thief River Falls, Minn. **Buyer** is headed by Larry E. Roed and has no other broadcast interests. KKCQ(AM) has AC, oldies format on 1480 khz with 5 kw day and 2.5 kw night. KKCQ-FM has AC, oldies format on 107.1 mhz with 3 kw and antenna 110 feet above average terrain.

KZRQ(AM)-KIVA-FM Albuquerque-Santa Fe, N.M. □ Sold by Daytona Group of New Mexico to Carl C. Tutera for $300,000. **Seller** is headed by Norman S. Drubner, who also owns KZRC(AM)-KXYQ(FM) Portland, Ore., and KGRX(FM) Phoenix. **Buyer** is former radio executive at Daytona Group; he has no other broadcast interests. KZRQ has "Z-Rock" format on 1310 khz with 5 kw day and 0.5 kw night. KIVA-FM has CHR format on 105.1 mhz with 100 kw and antenna 1,968 feet above average terrain. *Broker: Media Venture Partners.*

CLOSED!

KGRX-FM, Phoenix (Globe), Arizona from **Daytona Group of Arizona, Inc.,** Norman S. Drubner, Principal to **G.G. International, LTD.,** Phil Glass, President.

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tion has been to support LMA's because they are legitimate and viable business practices, and the FCC ought to recognize this. [However] we believe there ought to be some specific guidelines because, as it is, there is just too much gray area. It would be a help to broadcasters to know exactly what the ground rules are."

While NAB supports clarification of the rules, it believes the House measure goes too far. "It seems that the House bill is almost a warning to the commission to take LMA's seriously. We obviously have an educational process going on to [inform both] the commission and the Hill on how these agreements operate and why they are in effect. Most LMA's seem to involve broadcasters who are financially ailing. It's part of the shake-out process resulting from the overpopulation of stations," said the NAB spokeswoman.

The FCC's Smith agreed that outside pressures played a role in launching the audit, but there were other reasons too: "It's a combination of all the interest in this subject. The fact is, as we discuss it over here we have questions that there just isn't data available on such basics as to what extent the industry uses time brokerage. We don't have a precise, technical answer. It's essential that we get more information." ■

Country still king in Dallas, Houston survey

By Reed E. Bunzel

Country stations continued to hold the top positions in both Dallas-Fort Worth and Houston and, in fact, gained some ground on other format competitors in the fall 1991 Birch survey.

In Dallas, KSCS(FM) gained slightly in its stranglehold on the top slot, while former fourth-place finisher KPLX(FM) increased its share 1.7 to move into second at 7.7. Urban-formatted KJMZ(FM) also gained considerably, at the expense of KKDA-FM, but slipped into third with a 7.0 finish. In the loss column, both KTXQ(FM) and WBAP(AM) posted declines of 1.4, finishing fourth and eighth, respectively.

Houston Country powerhouse KIKK-FM also finished up, well ahead of Adult Contemporary KBXX(FM), which climbed from 7.5 to 8.9 and ended in a second-place tie with Country-formatted KILT-FM, which also gained more than a full share point. The big loser was Album-Oriented Rock station KLOL(FM), which lost more than a full point to finish fourth with a 6.8. Also, the Houston Oilers helped KTRH(AM) climb into the top 10 with a 3.5 on the strength of the station's play-by-play coverage of the AFC Central Division champs.

All numbers reflect persons 12-plus, Monday-Sunday, 6 a.m. to midnight. ■

Station	*Format*	*Summer*	*Fall*
8. Dallas-Fort Worth			
KSCS(FM)	Country	11.0	11.1
KPLX(FM)	Country	6.0	7.7
KJMZ(FM)	Urban	6.1	7.0
KTXQ(FM)	AOR	7.7	6.3
KKDA-FM	Urban	5.9	5.0
KEGL(FM)	CHR	4.8	4.6
KVIL-AM-FM	AC	4.7	4.1
KOAI(FM)	Young AC	2.0	4.0
WBAP(AM)	Country	5.4	4.0
KRLD(AM)	News/sports	2.4	3.6
10. Houston			
KIKK-FM	Country	9.4	9.6
KBXX(FM)	AC	7.5	8.9
KILT-FM	Country	7.7	8.9
KLOL(FM)	AOR	8.1	6.8
KRBE-FM	CHR	5.1	5.4
KHMX(FM)	Mix	5.3	5.0
KMJQ(FM)	Urban	5.5	4.8
KODA(FM)	AC	4.8	3.9
KLDE-FM	Oldies	3.2	3.8
KTRH(AM)	News	2.8	3.5

CONSUMER GROUP CITES TELCO ABUSES IN BACKING BAN ON RBOC'S ENTRY INTO INFORMATION SERVICES

The Consumer Federation of America (CFA) kept the pressure on Congress last week to enact legislation to keep the regional Bell operating companies (RBOC's) out of the information-services business or at least delay their entry. The group released a 52-page report by Mark N. Cooper, CFA director of research, summarizing numerous alleged RBOC violations of the Modified Final Judgment (MFJ), the 1984 consent decree setting the terms for the breakup of AT&T.

"This record demonstrates the consumer benefits of the [MFJ] restrictions on the RBOC's and the dangers of Bell expansion into more competitive markets," the report concludes.

A July 25 decision by U.S. District Court Judge Harold Greene opened the door to Bell-company information services. A bill introduced in the House (H.R. 3515) by Telecommunications Subcommittee member Jim Cooper (D-Tenn.) and another in the Senate (S. 2112) by Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) would delay the Bells' entry into information services in their local telephone service areas until they pass a "bottleneck test" for consumer access to alternative telephone services.

The legislation proposed in the Cooper and Inouye bills and similar bills "is essential to protect consumers from local phone rate hikes and expanding telephone monopolies," the report says. "As long as local phone service remains a monopoly, the Bell companies should not control the content of information that depends upon their networks to reach consumers."

The American Newspaper Publishers Association (ANPA), a strong supporter of H.R. 3515/S. 2112, quickly endorsed the report. "If any representative or senator has any hestitation about voting for the Cooper or Inouye bills...a glance at the [CFA] report on Bell company abuses will scuttle it," ANPA President Cathleen Black said. **-RMS**

Broadcasting's Ratings Week Dec9-15

	ABC	CBS	NBC	FOX
MONDAY	12.3/19	16.2/25	15.0/23	7.5/11
8:00	74. MacGyver 8.2/13	18. Evening Shade 15.4/24	21. Fresh Prince 14.9/23	82. 1991 Billboard Music Awards 7.5/11
8:30		10. Major Dad 16.5/25	41. Blossom 11.7/18	
9:00	28. NFL Monday Night Football—Cincinnati Bengals at Miami Dolphins 13.7/23	4. Murphy Brown 17.8/26	13. NBC Monday Night Movies—The Story Lady 15.9/24	
9:30		7. Designg Wmn 16.7/24		
10:00		15. Northern Exposure 15.5/24		
10:30				
TUESDAY	14.6/23	14.5/23	12.2/20	NO PROGRAMING
8:00	11. Full House 16.2/26	15. Rescue: 911 15.5/24	58. I'll Fly Away 10.1/16	
8:30	6. Home Improvmt 17.2/26			
9:00	3. Roseanne 18.9/29	26. CBS Tuesday Night Movie—Nightmare in Columbia County 14.0/22	27. In the Heat of the Night 13.8/21	
9:30	7. Coach 16.7/25			
10:00	64. Homefront 9.4/16		33. Law and Order 12.7/22	
10:30				
WEDNESDAY	10.6/18	12.5/21	13.8/22	NO PROGRAMING
8:00	38. Dinosaurs 12.2/20	65. Brooklyn Bridge 9.1/15	5. Unsolved Mysteries 17.5/28	
8:30	30. Wonder Years 13.0/21	65. Night Before Xmas 9.1/15		
9:00	35. Doogie Howser 12.5/20	32. Jake and the Fatman 12.8/20	38. Seinfeld 12.2/19	
9:30	61. Anything B/Love 9.7/16		31. Night Court 12.9/21	
10:00	77. Civil Wars 8.1/14	14. Face to Face with Connie Chung 15.7/27	50. Quantum Leap 11.2/19	
10:30				
THURSDAY	8.7/14	10.3/17	15.8/25	11.0/17
8:00	84. Pros and Cons 6.7/11	54. Top Cops 10.7/17	15. Cosby 15.5/25	44. Simpsons 11.5/19
8:30			20. A Diffnt. World 15.2/24	68. Drexell's Class 9.0/14
9:00	74. FBI: Untold Stories 8.2/13	71. Trials of Rosie O'Neill 8.6/13	2. Cheers 19.1/29	40. Beverly Hills 90210 11.8/18
9:30	70. American Detect. 8.8/13		19. Wings 15.3/23	
10:00	52. Primetime Live 10.9/18	43. Knots Landing 11.6/20	22. L.A. Law 14.8/25	
10:30				
FRIDAY	12.0/21	9.0/16	9.3/16	5.3/9
8:00	37. Family Matters 12.3/22	63. Mickey's Christmas Carol 9.5/17	44. Matlock 11.5/20	86. America's Most Wanted 6.0/11
8:30	46. Step By Step 11.4/20			
9:00	55. Perfect Strngrs 10.5/19	79. Carol Burnett Show 8.0/14	77. Dear John 8.1/14	89. Hidden Video 4.7/8
9:30	58. Baby Talk 10.1/18			91. Best of the Worst 4.3/8
10:00	28. 20/20 13.7/25	62. John Denver's Christmas 9.6/17	73. Reasonable Doubts 8.4/15	
10:30				
SATURDAY	12.1/22	8.6/16	11.0/20	6.0/11
8:00	53. Winnie the Pooh and Christmas Too 10.8/20	69. CBS Saturday Movie—Hallmark's: Caroline? 8.9/16	41. Golden Girls 11.7/22	81. Cops 7.8/15
8:30			60. Walter & Emily 9.9/18	72. Cops 2 8.5/15
9:00	33. ABC Saturday Movie Special—Ernest Saves Christmas 12.7/23		36. Empty Nest 12.4/22	90. True Colors 4.4/8
9:30			46. Nurses 11.4/20	92. Get A Life 3.4/6
10:00		79. P.S. I Luv U 8.0/15	57. Sisters 10.3/19	
10:30				
SUNDAY	13.5/21	18.1/28	9.4/14	7.8/12
7:00	51. Life Goes On 11.0/18	1. 60 Minutes 22.7/37		87. True Colors 5.8/10
7:30				85. Parker Lewis 6.2/10
8:00	23. Am Fun Hme Vid 14.4/22	11. Murder She Wrote 16.2/25	83. Hot Country Nights 7.2/11	48. In Living Color 11.3/17
8:30	23. Am Fun People 14.4/22			65. Roc 9.1/14
9:00	25. ABC Sunday Night Movie—Columbo: Death Hits the Jackpot 14.2/22	7. CBS Sunday Movie—Christmas on Division Street 16.7/26	55. NBC Sunday Night Movie—Who's Harry Crumb? 10.5/16	48. Married w/Chldn 11.3/17
9:30				74. Herman's Head 8.2/12
10:00				88. Sunday Comics 5.4/9
10:30				
WEEK'S AVGS	12.0/20	13.0/21	12.4/20	7.6/12
SSN. TO DATE	12.2/20	13.7/22	12.7/21	7.7/12

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

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C1850-14

- ❑ KATZ TO REP CABLE AND BROADCAST IN WICHITA / 5
- ❑ NOVEMBER WINNERS: 'WHEEL,' 'OPRAH,' 'CHEERS' and 'ET' / 10
- ❑ NTIA'S OBUCHOWSKI RESIGNS TO JOIN PRIVATE SECTOR / 12

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PTAR DEBATE HEATS UP

-their time each day at that to the buyers' pool for off-network prime access programing would not necessarily upgrade the bidding for attractive off-network programs," INTV said. "Moreover, by relaxing the rule, the gain easily could be offset by the resultant decrease in the numbers and strength of independent stations in the market.

"CBS really appears anxious to kill the goose that laid the golden egg by having its affiliates supplant independent stations as the prime market for the most attractive off-network programing," it said.

"What we are concerned about...is that CBS actually may be motivated by a desire to exploit more fully the product the networks themselves would be syndicating under the newly relaxed syndication rules," INTV said. "They want another market, especially one they could better exploit by way of affiliate relationships. You know we think those 'anti-favoritism' safeguards [in the fin-syn rules] won't work. The commission's worried too. With all those walls coming down at once, they might just stampede over us." ■

Katz to rep cable, station in same market

By Joe Flint

The line between broadcast and cable became more blurred last week when Katz Communications, SJL Broadcast Management and Multimedia Cablevision reached an agreement that will make Katz, currently the rep for SJL Broadcast Management's KSNW(TV) Wichita, the rep for Multimedia's Wichita Kansas cable system. The system, which serves about 95,000 and has 80% penetration of the market, was previously repped by National Cable Advertising.

Katz also represents SJL Broadcast Management's four other stations and is said to be in talks with its

---

This Week

PICKING SIDES ON PTAR / 4

NBC joins with CBS in asking the FCC to exclude off-network shows from the prime time access rules.

TWO IN ONE / 5

Katz will rep both a TV station and a cable system in Wichita, Kan.

WHAT'S AHEAD / 6

According to an annual Commerce Department report, *U.S Industrial Outlook '92*, the cable television industry is projected to grow about 10.5% in 1992 and continue to grow 7%-10% annually through 1995. Also, some of the broadcast TV network revenue lost to cable in recent years may be recouped, and broadcast television will continue to be the dominant TV ad medium through the end of the decade.

SYNDICATION SWEEPS / 10

Among the winners in November are *Wheel*, *Cheers*, *Oprah* and *Star Trek*.

SURPRISE AT NTIA / 12

Janice Obuchowski resigns effective Jan. 31 as head of the National Telecommunications and Information Administration. She will form her own telecommunications research and consulting firm. Thomas Sugrue, NTIA deputy assistant secretary, becomes acting administrator following her departure.

THE LONG AND SHORT OF IT

In recognition of the holiday season, BROADCASTING is publishing an abbreviated issue this week. Missing are most of the standard departments; present is the full week's budget of breaking news. Standard publication will resume with the next issue (Jan. 6, 1992).

BIG TO GET BIGGER / 14

A Salomon Brothers study predicts that over the next four years, cable MSO's will expand to the point that 25 of them will control 90% of basic subscribers, compared to today's 74%.

KEEPING ITS FINGERS CROSSED / 15

Turner Broadcasting hopes the Soviet Union breakup will not affect its 1994 Goodwill Games, scheduled to be held in St. Petersburg and Moscow.

KIDS' NUMBERS / 16

Programers complain that a dramatic drop in children's viewing in September and October is not accurate, since there was no proportionate decrease in household numbers for the same shows. Nielsen stands by its numbers.

SPECTRUM FEE PROPOSED FOR JAPAN / 20

That country's government wants to initiate fee it hopes will raise $150 million for the Ministry of Posts and Telecommunications.

TRADE PROBLEM / 22

Jack Valenti, president, MPAA, calls a proposed multilateral trade agreement "an arrow aimed straight at the heart of the U.S. motion picture industry."

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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TOP 25 MSO'S WILL INCREASE OWNERSHIP OVER NEXT FOUR YEARS, PREDICTS STUDY

Salomon Bros. report says control of cable subscribers by large cable companies will increase from 74% to 90%, a process that will help cable companies compete in the future with telephone companies

By Sharon D. Moshavi

LEVERAGE DECREASING FOR TOP MSO'S

	Debt times cash flow*	
	1990	1991
Adelphia Communications	9.1x	8.9x
American Television & Communications	1.6	1.1
Cablevision Industries	9.9	8.8
Cablevision Systems	9.0	8.3
Comcast Corporation	5.9	5.4
Continental Cablevision	8.0	7.5
Heritage Communications	7.1	6.6
Storer Communications	7.6	NA
Tele-Communications Inc.	NA	6.4

*Cash flow is EBITDA: earnings before interest, taxes, depreciation and amortization. NA-Not applicable/not available. TCI numbers include United Artists Entertainment and Heritage Cable operations. Comcast and TCI debt does not include Storer-related debt.

Consolidation over the next four years of cable system ownership will result in 25 MSO's controlling 90% of total subscribers, compared with the 74% of total subscribers currently under control by the top 25 MSO's, according to a Salomon Brothers report on the future of the cable industry. That will require the acquisition of systems totaling about 10 million subscribers.

According to the report, by stock analyst K.V. Bendre, consolidation, focusing particularly on forming large clusters of systems with 300,000 to 500,000 subscribers per cluster, will be vital to help cable companies compete in the future with the telephone companies, since they will "allow for much greater efficiencies in operations and marketing as well as for better planning and implementation of system architecture and technology." At prices of about $1,800 to $2,000 per subscriber, Salomon Brothers predicts the consolidation process will cost $18 billion to $20 billion.

The report predicts that small, undercapitalized MSO's will have a hard time effectively competing over the long term and will sell to larger operators. But larger, highly leveraged MSO's will need to raise capital to fund the consolidation, about $5 billion each year for the next four years.

An analysis of several large MSO's reveals a ratio of debt to operating cash flow at about eight times in 1990, and that is expected to drop to seven to seven-and-a-half times in 1991 (see chart). The report assumes that leverage ratio by 1995 will be about four times operating cash flow. According to Salomon Brothers, that means $5 million for fund consolidation will have to be raised through equity capital and the rest, about $15 million, through debt markets.

Cable continues to have a good year, despite the recession, according to Salomon, which predicts that most cable operators will see 10% to 12% in cash flow growth this year over 1990. The report also predicts that cash flow levels will continue to grow annually at 8% to 11% over the next four years.

The combination of deleveraging and cash flow growth is expected to help cable stocks grow annually 15% to 20% over the next three to four years. Within the group of the largest cable operators (Salomon does not analyze multimedia companies with cable operations, such as Time Warner and Viacom), the report picks Comcast, Cablevision Systems and Tele-Communications Inc., as the three best stock choices. Salomon is strongest on Comcast's cellular business, Cablevision's large clusters of subscribers and TCI's financial acumen. ■

GOODWILL GAMES WILL GO ON, TBS HOPES

Focus—and some details—may change due to events in Russia and the evolving commonwealth

By Sharon D. Moshavi

Despite the breakup of the Soviet Union, Turner Broadcasting System hopes it can salvage the 1994 Goodwill Games, originally scheduled to be held in St. Petersburg and Moscow, both in the Russian Republic. Although Goodwill Games President Jack Kelly admits recent events may "change the focus of the games," he embarks next week on a trip to St. Petersburg to plan the course the event will now take.

Originally formed to foster relations between two countries trying to emerge from a cold war, the Goodwill Games will now have to alter its focus. Kelly said he is "offended by those who say if an event changes its focus, it's a failure. The Superbowl started out differently. So did the Olympics games."

But TBS's concern is not just the

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WOMA(FM) Algoma, Wis. □ Sold by Wheeler Broadcasting Inc. to Nicolet Broadcasting Inc. for $350,000. Terms: $5,000 earnest money deposit, $15,000 cash at closing and $330,000 10-year interest-bearing note. **Seller** is headed by Ray L. Wheeler, and is also licensee of WTCH(AM)-WOWN(FM) Shawano, Wis. Wheeler and 50% owner Bruce D. Grassman also have interests in WJNR-FM Iron Mountain, Mich. **Buyer** is headed by Roger L. Utnehmer, and is licensee of WERL (AM)-WRJO(FM) Eagle River and WNBI(AM)-WCQM-FM Park Falls, both Wisconsin. WOMA has AC, oldies format on 96.5 mhz with 3 kw and antenna 328 feet above average terrain.

KTVQ(TV) Billings, Mont. Sold by SJL of Montana Associates Ltd. to KTVQ Communications Inc. for $6.8 million cash at closing. **Seller** is headed by George D. Lilly, who has interests in WSTM-TV Syracuse, N.Y.; KSNW(TV) Wichita, KSNG(TV) Garden City, KSNC(TV) Great Bend and KSNT(TV) Topeka, all Kansas; KSNK(TV) McCook, Neb., and WJRT-TV Flint, Mich. **Buyer** is headed by John O. Gilbert, and is subsidiary of Cordillera Communications Inc., licensee of KIVI(TV) Nampa, Idaho; KOAA-TV Pueblo, Colo., and KPAX-TV Missoula, KRTV(TV) Great Falls and KXLF-TV Butte, all Montana. Cordillera Communications' stock is 100% owned by Evening Post Publishing Co. KTVQ is independent on ch. 2 with 100 kw visual, 10.2 kw aural and antenna 670 feet above average terrain.

WMYY(FM) Schoharie, N.Y. □ Sold by Tri-City Media Co. to Capital Media Corp. for $525,000. Terms: $35,000 escrow deposit, $465,000 cash at closing and deferred payment of $25,000 (without interest) on second anniversary of closing date. **Seller** is headed by J.R. McClure, who is also selling WMAX(AM) Kentwood (Grand Rapids), Mich. ("For the Record," Dec. 16). He also has interests in WFAM(AM) Augusta, Ga., and KKKK(FM) Odessa, Tex. McClure owns CP's for KJET(FM) Kingsburg, Calif., WYMY(FM) Bedford, Va., and CP at McClellanville, S.C. **Buyer** is headed by Paul F. Lotters, who is sole stockholder of Lotters Inc., licensee of WHAZ(AM) Troy, N.Y. WMYY has country format on 97.3 mhz with 885 w and antenna 885 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$100** □ **1**

FM's □ **$1,894,000** □ **4**

AM-FM's □ **$0** □ **0**

TV's □ **$6,875,000** □ **2**

Total □ **$8,769,100** □ **7**

Year to Date:

AM's □ **$81,129,886** □ **263**

FM's □ **$216,005,609** □ **275**

AM-FM's □ **$336,301,849** □ **210**

TV's □ **$1,067,529,400** □ **82**

Total □ **$1,700,966,744** □ **830**

For 1990 total see Jan. 7, 1991 Broadcasting.

WCRQ-FM Arab, Ala. □ Sold by Alexandra-Brooke Broadcasting Co. Inc. to WCRQ Inc. for $329,000. Terms: $57,000 cash at closing, $160,000 promissory note, $75,000 payable after 60 days from execution of agreement and $37,000 assumption of debt. **Seller** is headed by Kerry G. Rich, who is 40% partner in Kerry Rich and Joel Kennamer, partnership, licensee of WLLK(FM) Somerset, Ky. He is also 100% owner of WKXX(FM) Attalla and 75% stockholder of licensee of WRAB (AM) Arab, both Alabama. **Buyer** is headed by Donald R. Mitchell, who owns 25% of licensee; approval of assignment will make him controlling owner with 99% interest. WCRQ-FM has AC format on 92.7 mhz with 700 w and antenna 670 feet above average terrain.

KEZL(FM) Fowler (Fresno), Calif. □ CP sold by Bilmar Communications Inc. to Americom II for $1 million. Terms: $75,000 escrow deposit, $300,000 cash at closing and $625,000 note at 10%. **Seller** is headed by William Donahue. Edward Atsinger III, who has 60.78% interest in licensee, has 37.4% interest in KFAX(AM) San Francisco and KKXX-FM Delano, both California, and 50% interest in KKLA(FM) Los Angeles. Atsinger and Stuart Epperson are each 50% owners of Salem Communications Corp., licensee of nine AM's and five FM's. Salem Communications' purchase of WAVA-FM Arlington (Washington), Va., was recently approved. **Buyer** is headed by general partners A. Thomas Quinn, Paul Almond, Richard Nagler and Americom II (99.99% ownership). Americom II is licensee of KEYQ(AM) Fresno and KEYX(AM)-KFSO(FM) Visalia, both California. Americom Ltd. is licensee of KHTZ(AM)-KODS(FM) Truckee-Carnelian Bay (Reno), Calif. KEZL has AC, jazz format on 96.7 mhz with 25 kw and antenna 300 feet above average terrain.

Million Dollar Broadcasting, Inc.
has acquired the assets of
KROL - AM
Laughlin/Las Vegas, Nevada
from
Laughlin Roughrider Broadcasters, Inc.

Bob Austin, Vice President,
represented the buyer.

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Broadcasting's Ratings Week Dec16-22

	ABC	CBS	NBC	FOX
MONDAY	16.5/26	16.9/26	13.0/20	5.1/8
8:00	60. MacGyver 10.3/17	15. Evening Shade 15.5/24	20. Fresh Prince 14.7/23	89. Fox Night at the Movies—Cocoon: The Return 5.1/8
8:30		12. Major Dad 16.9/26	46. Blossom 11.9/18	
9:00	3. NFL Monday Night Football—Los Angeles Raiders at New Orleans Saints 19.0/32	5. Murphy Brown 18.1/27	35. NBC Monday Night Movies—In the Nick of Time 12.9/20	
9:30		9. Designg Wmn 17.4/26		
10:00		13. Northern Exposure 16.7/27		
10:30				
TUESDAY	16.1/26	14.3/23	11.9/19	NO PROGRAMING
8:00	10. Full House 17.3/28	23. Rescue: 911 14.5/23	62. I'll Fly Away 10.0/16	
8:30	4. Home Improvmt 18.7/29			
9:00	1. Roseanne 20.6/31	24. CBS Tuesday Night Movie—Turner & Hooch 14.2/23	20. In the Heat of the Night 14.7/22	
9:30	5. Coach 18.1/28			
10:00	54. Homefront 10.8/19		52. Law and Order 11.1/19	
10:30				
WEDNESDAY	10.9/18	12.6/21	15.5/25	NO PROGRAMING
8:00	57. Dinosaurs 10.5/17	35. Frosty/Snowman 12.9/21	7. Unsolved Mysteries 17.8/29	
8:30	42. Wonder Years 12.1/19	33. Wish for Wings 13.2/21		
9:00	28. Doogie Howser 13.7/21	48. Jake and the Fatman 11.8/19	16. Bob Hope Country Christmas 15.2/24	
9:30	49. Anything B/Love 11.7/18			
10:00	70. Civil Wars 8.7/15	35. 48 Hours 12.9/22	30. Christmas in Washington 13.4/23	
10:30				
THURSDAY	11.7/19	10.1/16	15.0/24	14.0/22
8:00	75. Pros and Cons 7.9/13	57. Top Cops 10.5/17	14. Cosby 16.0/26	22. Simpsons 14.6/24
8:30			16. A Diffnt. World 15.2/24	27. Beverly Hills 90210 13.8/21
9:00	68. FBI: Untold Stories 9.0/14	69. Trials of Rosie O'Neill 8.8/13	10. Cheers 17.3/27	
9:30	62. American Det. 10.0/15		19. Wings 14.9/23	
10:00	8. Primetime Live 17.7/29	53. Knots Landing 11.0/18	30. L.A. Law 13.4/22	
10:30				
FRIDAY	12.3/22	9.5/17	9.4/17	5.9/11
8:00	35. Family Matters 12.9/23	64. Charlie Brown Xmas 9.6/17	41. Matlock 12.2/22	82. America's Most Wanted 7.2/13
8:30	44. Step By Step 12.0/21	66. Wish/Christmas 9.3/16		
9:00	49. Perfect Strngrs 11.7/21	65. CBS Special Movie—Moonstruck 9.5/17	71. Pacific Station 8.4/15	92. Hidden Video 4.9/9
9:30	54. Baby Talk 10.8/19		78. Dear John 7.7/14	96. Best of the Worst 4.2/8
10:00	32. 20/20 13.3/25		77. Reasonable Doubts 7.8/15	
10:30				
SATURDAY	6.7/13	9.6/18	12.1/23	5.6/11
8:00	84. Who's the Boss? 6.7/13	60. CBS Saturday Movie—Scrooged 10.3/19	44. Golden Girls 12.0/23	82. Cops 7.2/14
8:30	79. Growing Pains 7.5/14		57. Walter & Emily 10.5/20	94. Charlie Hoover 4.6/9
9:00	91. In Concert '91 Presents 5.0/9		25. Empty Nest 13.9/25	85. Cops 2 6.4/12
9:30			39. Nurses 12.8/23	95. Get A Life 4.3/8
10:00	75. The Commish 7.9/16	72. P.S. I Luv U 8.2/16	51. Sisters 11.6/23	
10:30				
SUNDAY	12.2/20	15.7/27	8.1/13	8.0/13
7:00	79. Life Goes On 7.5/13	2. 60 Minutes 19.4/34	88. Eerie, Indiana 5.3/10	87. True Colors 5.5/10
7:30			89. The Torkelsons 5.1/9	86. Parker Lewis 6.2/11
8:00	34. Am Fun Hme Vid 13.1/22	29. Murder, She Wrote 13.5/22	73. Hot Country Nights 8.1/13	54. In Living Color 10.8/18
8:30	25. ABC Sunday Night Movie—Raiders of the Lost Ark 13.9/23			46. In Living Color 11.9/19
9:00		18. CBS Sunday Movie—Baby of the Bride 15.0/26	66. NBC Sunday Night Movie—A Mom for Christmas 9.3/15	42. Married w/Childn 12.1/19
9:30				74. Herman's Head 8.0/13
10:00				93. Sunday Comics 4.8/8
10:30				
WEEK'S AVGS	12.6/21	12.8/21	12.0/20	7.8/13
SSN. TO DATE	12.2/20	13.6/22	12.7/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

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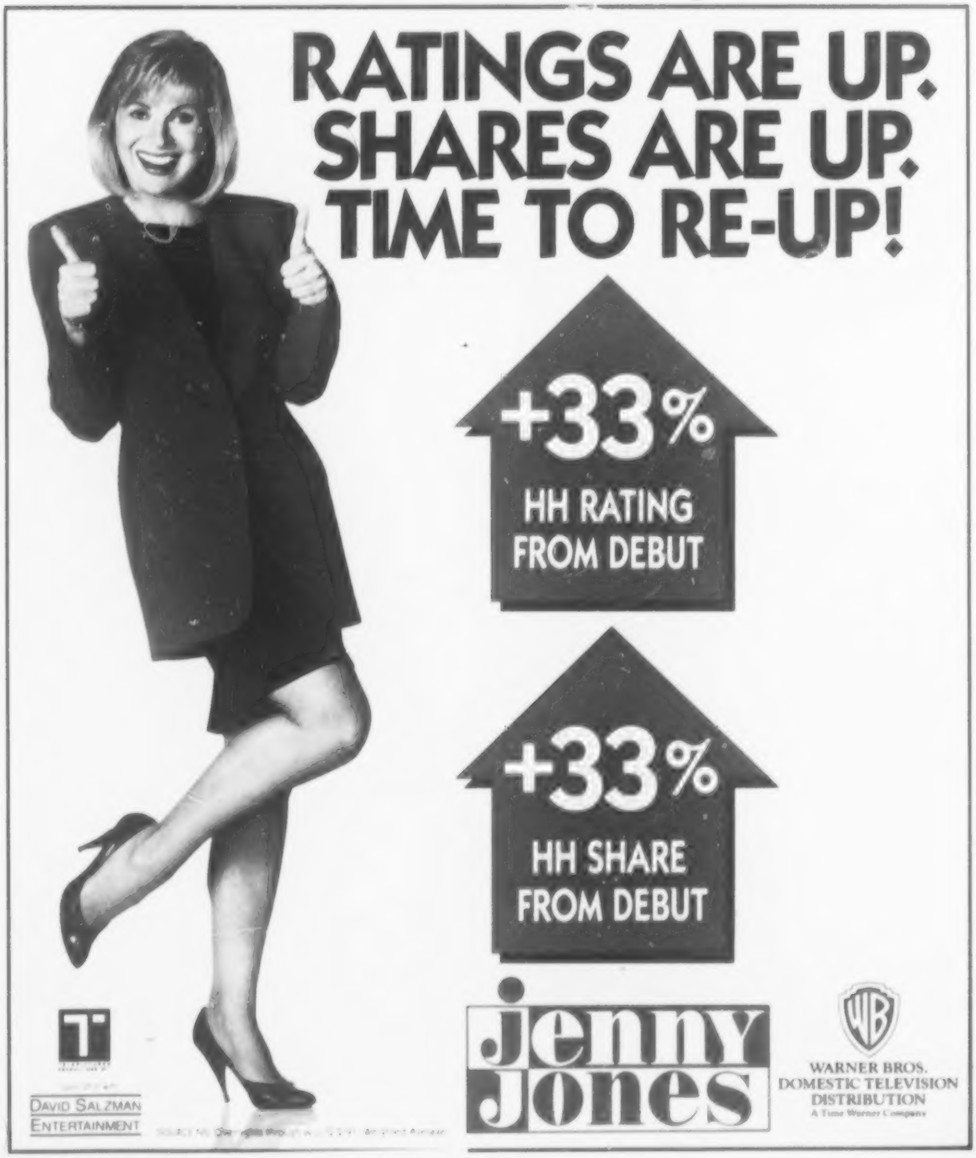
❑ CABLE-READY TV NETWORKS WOO AFFILIATE SUPPORT / 88

❑ NATPE '92: THE YEAR OF LIVING DOWNSIZEDLY / 10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INTV 1992: BUILDING NEW ALLIANCES IN HARD TIMES tion without screenings immediately prior to the opening of NATPE," he says.

The last serious conversations with NATPE were held several months ago, and the groups are not likely to meet again until late this month, after both conventions are over. If a decision to combine in 1993 is made, it will have to be made quickly. Hotel arrangements for INTV 1993, tentatively planned again for San Francisco, will have to be completed by February.

"The syndicators would love to be able to exhibit only once and yet have all of the independent-station people there as well as all of the affiliate people," Hedlund says. The idea is also supported by INTV members "who don't like having to be out of the office for an extended period in January at two different conventions in separate cities."

There would be drawbacks from INTV's viewpoint. The association would lose revenue from exhibit and suite rentals. Joining forces with another group could result in a loss of prestige and identity for INTV. The show is also still a service to some members who like to get an early look at some of the shows before NATPE. Some small syndicators prefer INTV and its specialized membership to the higher cost of exhibiting before NATPE's broader range of attendees.

Only about a third of INTV's member stations affiliated with the Fox network attended last year's convention in Los Angeles (BROADCASTING, Jan. 7, 1991). Even fewer are expected in San Francisco this year because the Fox affiliates meeting, held in conjunction with INTV in the past, will be held in New Orleans in conjunction with NATPE.

There could also be substantially less press coverage of INTV. Reporters attending the TV critics tours at Los Angeles studios, held about the same time as INTV, were given complimentary registrations to INTV. "We have about 15 press people registered for the INTV convention, and at this time last year we had about 85," Hedlund says.

Alternatives to joining with NATPE have been considered but are not likely. INTV decided not to hold the show at some other time of the year because January, after program executives have had a chance to analyze the November sweeps figures, is

This Week

INTV meets in San Francisco amid tough times (pp.4,34).

RECESSION-WEARY INDIES / 4

Attendees at INTV come to San Francisco battered by a hard year, but hopeful that lower interest rates will usher in a turnaround as early as the first quarter of 1992.

BELL RINGS FOR CABLE / 28

In a BROADCASTING interview, Steve Bell, senior VP and general manager of Los Angeles independent KTLA(TV), says independents and cable have already "gone down the aisle together" and should stop all the "fussing and fuming." On the programing side, Bell says he's happy it's a buyer's market, if only there were something to buy.

INTV-CABLE DETENTE? / 34

Amid expected talk of recession at this year's INTV convention, association President Jim Hedlund hopes to steer the membership toward a working alliance with cable television. His position dovetails with that of Fox Broadcasting, which is developing strategies to enable its affiliates to participate with cable in additional channel opportunities.

OLYMPIC GOLD / 78

During a promotional push lasting from mid-November through December, 100,000 cable subscribers signed up for the Olympics Triplecast. Two-thirds opted for the top-of-the-line gold package: the $170 price tag includes an Olympic warm-up jacket.

Steve Bell urges peace with cable (p.28).

KEILLOR'S RADIO ROMANCE / 86

As commercial radio marches forward, Garrison Keillor compares his *Prairie Home Companion* and *American Radio Company* to the Alamo, "and everybody knows the Alamo was lost a long time ago." Yet sometimes, he says, "you need to look reality in the face and deny it."

CROSSOWNERSHIP COMPROMISE / 88

Safeguards proposed by the FCC on network-cable crossownership may help pave the way to a compromise between broadcast affiliates and their networks at the NAB winter board meeting Jan. 10-16. NBC hopes to have a deal worked out even sooner.

ACTV GAME FOR INTERACTIVE / 90

ACTV has narrowed its vision of interactive television from a cornucopia of formats to a game channel for home-viewer participation. The company is offering equity to cable operators who agree to carry the channel.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week Dec23-29

	ABC	CBS	NBC	FOX
MONDAY	14.9/26	13.7/24	10.6/18	NO PROGRAMING
8:00	43. MacGyver 9.9/18	10. Evening Shade 14.0/26	33. NBC Monday Night Movies—The Sound of Music 10.6/18	
8:30		9. Major Dad 14.2/25		
9:00	3. NFL Monday Night Football—Chicago Bears at San Francisco 49ers 16.7/31	7. Murphy Brown 14.4/24		
9:30		11. Designg Wmn 13.9/23		
10:00		17. Northern Exposure 12.8/22		
10:30				
TUESDAY	8.1/20	6.5/17	7.4/19	NO PROGRAMING
8:00	61. Full House 8.3/22	57. Rescue: 911 8.4/22	78. I'll Fly Away 6.2/16	
8:30	53. Home Improvmt 8.7/22			
9:00	35. Roseanne 10.4/26	82. CBS Tuesday Night Movie—Unconquered 5.6/14		
9:30	44. Coach 9.8/24			
10:00	81. Homefront 5.8/14		44. In the Heat of the Night 9.8/24	
10:30				
WEDNESDAY	8.3/17	7.4/16	10.3/22	NO PROGRAMING
8:00	67. Dinosaurs 7.6/17	68. Brooklyn Bridge 7.5/16	25. Unsolved Mysteries 12.4/27	
8:30	64. Wonder Years 7.9/16			
9:00	48. Doogie Howser 9.3/18	35. Jake and the Fatman 10.4/21	52. NBA Basketball—Boston Celtics at Chicago Bulls 8.8/18	
9:30	61. Anything B/Love 7.8/15			
10:00	53. Dolly Parton: Christmas at Home 8.7/19	29. 48 Hours 11.1/24		
10:30				
THURSDAY	9.5/17	9.7/17	12.9/23	9.4/16
8:00	57. Entertainers '91: Top 20 8.4/15	30. Top Cops 11.0/19	17. Cosby 12.8/22	27. Simpsons 11.9/20
8:30			13. A Diffnt. World 13.6/24	69. Drexell's Class 7.3/13
9:00	46. FBI: Untold Stories 9.7/17	51. Kennedy Center Honors 9.0/16	4. Cheers 15.6/27	50. Beverly Hills 90210 9.1/16
9:30	34. American Det. 10.5/18		14. Wings 13.4/23	
10:00	40. Primetime Live 10.1/19		32. L.A. Law 10.9/20	
10:30				
FRIDAY	12.5/24	6.6/13	9.4/18	6.3/12
8:00	15. Family Matters 13.0/24	63. Disney Christmas on Ice 8.2/15	28. Matlock 11.5/21	77. Fox Night at the Movies Special—The Fly II 6.3/12
8:30	26. Step By Step 12.0/22			
9:00	30. Perfect Strngrs 11.0/20	71. Carol Burnett 7.2/13	55. Pacific Station 8.6/16	
9:30	37. Baby Talk 10.3/19		65. Dear John 7.8/15	
10:00	8. 20/20 14.3/29	88. Meaning of Life 4.3/9	57. Reasonable Doubts 8.4/17	
10:30				
SATURDAY	7.8/15	6.4/12	12.4/23	5.8/10
8:00	72. Sinbad and Friends 7.0/13	80. P.S. I Luv U 5.9/11	15. Golden Girls 13.0/24	73. Cops 6.7/12
8:30			12. Golden Girls 13.7/25	66. Cops 2 7.7/14
9:00	69. Young Riders 7.3/13	75. Blockbuster Bowl 6.5/13	5. Empty Nest 14.9/27	86. Roc 4.5/8
9:30			21. Nurses 12.7/23	87. Get A Life 4.4/8
10:00	49. The Commish 9.2/18		42. Sisters 10.0/19	
10:30				
SUNDAY	11.2/18	16.6/27	12.4/20	7.1/11
7:00	76. Life Goes On 6.4/11	1. 60 Minutes 20.0/33	6. Movie of the Week Sunday—Ghost Dad 14.7/24	82. True Colors 5.6/9
7:30				85. Parker Lewis 4.9/8
8:00	21. Am Fun Hme Vid 12.7/20	17. Murder, She Wrote 12.8/20		47. In Living Color 9.5/15
8:30	21. Am Fun People 12.7/20			73. Roc 6.7/11
9:00	17. ABC Sunday Night Movie—Spartacus Pt. 1 12.8/21	2. CBS Sunday Movie—Face of a Stranger 16.8/27	40. NBC Sunday Night Movie—From the Dead of Night Pt. 1 10.1/16	37. Married w/Chldn 10.3/16
9:30				55. Herman's Head 8.6/14
10:00				79. Get a Life 6.0/10
10:30				84. Charlie Hoover 5.1/8
WEEK'S AVGS	10.4/19	10.2/19	10.8/20	7.1/12
SSN. TO DATE	12.1/20	13.4/22	12.5/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Changing Hands

KJUL(FM) North Las Vegas, Nev. □ Sold by Carrigan Communications Inc. to American Broadcasting Systems Inc. for $3.2 million on terms. **Seller** is headed by Debra D. Carrigan, and has no other broadcast interests. **Buyer** is headed by Ronald L. Shaffer, and owns 100% of common voting stock of Steamboat Springs Communications Inc., licensee of KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. KJUL has nostalgia (40's-50's) format on 104.3 kw with 100 kw and antenna 1,181 feet above average terrain.

WULF(AM)-WKXH-FM Alma, Ga. □ Sold by Queen City Broadcasting Co. to The Hays Group for $427,552. **Seller** is headed by John Wiggins, who recently purchased KDXR(FM) Borger (Amarillo), Tex. ("Changing Hands," Dec. 23). Wiggins has interests in WWFN(FM) Florence, S.C., WKZF(FM) Bayboro, N.C., and WNKX(FM) Centerville, Tenn. **Buyer** is headed by Page Peary, and also owns WPSO(AM) New Port Richey, Fla. WULF is fulltimer with country format on 1400 khz and 1 kw. WKXH has country format on 95.9 mhz with 1.9 kw and antenna 397 feet above average terrain. *Broker: The Connelly Co.*

WETZ(FM)-WATQ-FM New Martinsville, W.Va. Sold by Thomas Communications Corp. to HBN Communications Inc. for $400,000; Allied Capital Corp. is foreclosing on loan to seller. **Seller** is also licensee of WKKW-FM Clarksburg and WBES-FM Dunbar, both West Virginia. **Buyer** is headed by William Haught, who is general manager of stations. WETZ has oldies format on 1330 khz with 1 kw day. WATQ-FM has AOR format on 103.9 mhz with 3 kw and antenna 298 feet above average terrain.

WKZF(FM) New Bern, N.C. □ Sold by Atlantic Broadcasting Inc. to Jay Meisenhelder for $375,000. **Seller** is headed by John Wiggins, who is also selling WULF(AM)-WKXH(FM) Alma, Ga. (see above). **Buyer** is in public relations, and has no other broadcast interests. WKZF has country format on 97.9 khz with 3 kw and antenna 375 feet above average terrain. *Broker: The Connelly Co. and Kozacko-Horton Co.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$400,000** □ **2**

FM's □ **$4,505,614** □ **7**

AM-FM's □ **$827,552** □ **2**

TV's □ **$50,000** □ **1**

Total □ **$5,783,166** □ **12**

1991 to Date:

AM's □ **$81,529,886** □ **265**

FM's □ **$220,511,223** □ **282**

AM-FM's □ **$337,129,401** □ **212**

TV's □ **$1,067,579,400** □ **83**

Total □ **$1,706,749,910** □ **842**

For 1990 total see Jan. 7, 1991 BROADCASTING.

KGLA(AM) Gretna, La. □ Sold by West Jefferson Broadcasting Inc. to CBC Inc. for $300,000. Terms: $25,000 down payment and $275,000 on terms. **Seller** is headed by Ralph M. Hartwell II and has no other broadcast interests. **Buyer** is headed by Ernesto Schweikert III, and has no other broadcast interests. KGLA has Spanish format on 1540 khz with 500 w day.

KSPK(FM) Walsenburg, Colo. □ Sold by Mainstreet Broadcasting Co. Inc. to Paul R. Bossert and Mark R. Bossert for $290,500. Terms: $50,500 cash at closing and $240,000 on terms. **Seller** is headed by Cindi Hargrave, and has no other broadcast interests. **Buyers,** Paul and Mark Bossert, are brothers; Paul Bossert is chief engineer at KYMS(FM) Santa Ana, Calif., and plans to resign. KSPK-FM has country format on 102.3 mhz with 1.9 kw and antenna 377 feet above average terrain.

WLCO(FM) Clyde, Ohio □ Sold by Family Broadcasting & Communications Corp. to S & S Communications Group Inc. for $280,000 on terms. **Seller** is headed by Erasmo Cruz Jr., and has no other broadcast interests. **Buyer** is headed by Kent D. Smith and David L. Searfoss, and has no other broadcast interests. WLCO has C&W format on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

1991
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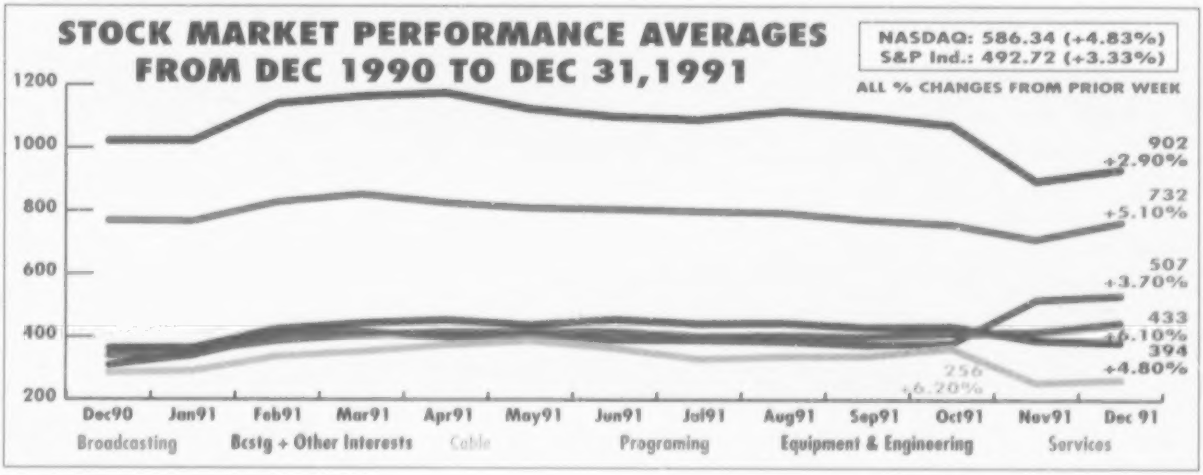
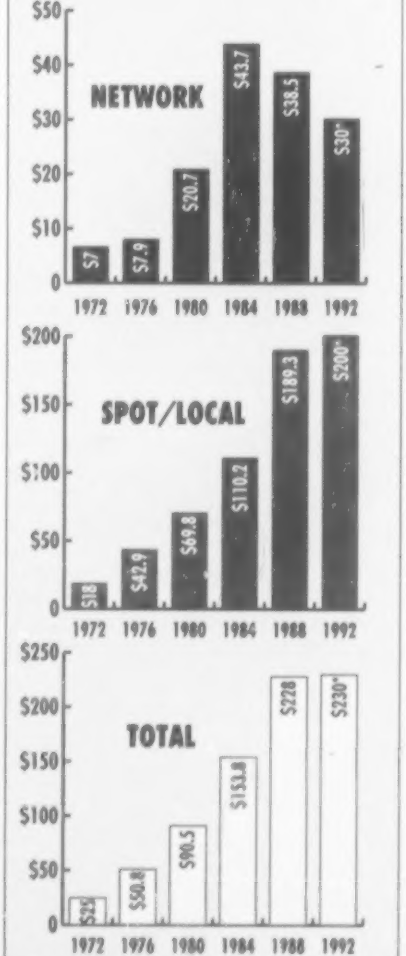
*Source: Paul Kagan and Associates, Inc. and Radio Business Report

Broadcasting's By The Numbers



POLITICAL ADVERTISING ON TELVISION IN MILLIONS



Source: Arbitron, TVB. *TVB estimate

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,988	235	5,223
Commercial FM	4,539	1,009	5,548
Educational FM	1,497	• •311	1,808
Total Radio	**11,024**	**1,555**	**12,579**
Commercial VHF TV	556	16	572
Commercial UHF TV	575	168	743
Educational VHF TV	124	4	128
Educational UHF TV	233	12	245
Total TV	**1,488**	**200**	**1,688**
VHF LPTV	230	149	379
UHF LPTV	738	794	1,532
Total LPTV	**968**	**943**	**1,911**
FM translators	1,878	363	2,241
VHF translators	2,701	79	2,658
UHF translators	2,338	320	2,658

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

Goodman Entertainment announced a new strip for fall 1992—*Parole Board.* It's a reality court-type series using crime re-enactments and parole board hearing dramatizations based on real cases. The show is a co-venture of Goodman and two Canadian firms, Rosedale Film Ventures Ltd. and Glen-Warren Entertainment. The show has been sold to 17 stations in Canada, and its host is Gerry Connell.

Genesis Entertainment will launch a new weekly series next summer called ***Karaoke Showcase.*** Show would feature ordinary people acting out their fantasies of being pop music stars by singing along to music videos. *Karaoke* craze started in Japan and has become popular in U.S. at bars and other night spots. Genesis is also launching *Whoopi,* a new talk show with Whoopi Goldberg, and has developed a romantic gamedy called *Infatuation* for possible syndication in the fall.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 8. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	14.3/222/98
2.	Jeopardy!	12.4/216/99
3.	Star Trek	10.5/244/98
4.	Oprah Winfrey Show	10.4/223/99
5.	Entertainment Tonight	8.6/185/96
6.	Cosby Show	8.4/208/97
7.	Current Affair	8.0/170/92
7.	Married...With Children	8.0/168/94
9.	Fox Holiday Theater	7.9/188/93
10.	WKRP in Cincinnati	7.4/237/98
11.	Wheel Of Fortune (Wknd)	7.0/168/78
12.	Family Feet:White Christmas	6.8/192/94
13.	Donahue	6.7/229/98
14.	Case of the Avenging Ace	6.6/163/95
14.	Inside Edition	6.6/125/87

LATEST PRIME TIME SHIFTER: SALINAS-MONTEREY

Following CBS affiliate KPIX(TV) San Francisco's decision to shift its prime time lineup from 8-11 p.m. to 7-10 p.m. in February, KMST(TV), the CBS affiliate in Salinas-Monterey, Calif., has also been granted permission by the network to make a similar move on Feb. 8. Salinas-Monterey, the 110th ADI with 213,000 TV households, abuts the San Francisco-Oakland-San Jose (the fifth ADI with 2.2 million TV HH) and is considered a logical next step in the prime time shift movement because of possible overlapping from CBS affiliate KPIX(TV) into the smaller market.

Tom Tucker, KMST station manager, said that cable penetration in his market is 75% and CBS "recognized the spillover from KPIX would have a detrimental impact" in granting KMST the shift. He also said that Arbitron ratings during the November 1991 sweeps put the 10 p.m. HUT level at a 41, close to double the 23 HUT at 11.

In allowing the shift, Tucker said one of the concessions made to CBS is that *Crimetime After Primetime* can't be delayed past 11 p.m., which leaves the station to decide where to insert its displaced 7-8 p.m. syndicated programs *Married...with Children* and *Entertainment Tonight*. Ironically, Tucker said the station discontinued its 11 p.m. newscast last September because HUT levels were too low and is now deciding whether to restart a late half-hour or hour newscast at 10 p.m.

Shift proponents on the West Coast have been gathering steam, with KCRA-TV Sacramento's grant last September from NBC of an eight-month prime time shift test, but the results have been mixed for its prime time and late-night programing. Besides KPIX, KRON-TV, the NBC affiliate in San Francisco, has been pushing for a prime time shift, but station officials are still awaiting permission from NBC.

NAB and three Atlanta FM's last week urged the FCC to affirm the Mass Media Bureau's denial of Emerald Broadcasting's bid to move WHMA-FM from Anniston, Ala., to Atlanta. The bureau was correct, said two of the FM's in a joint filing. "Emerald proposes illusory benefits from an allocation that fails to comply with spacing requirements," the filing said.

"Citizen Turner," the **first biography of Ted Turner, will be published in the spring of 1994.** Publisher Harcourt Brace Jovanovich made the announcement on the heels of Turner's selection as Time's "Man of the Year" (see page 15). The book will be written by father and son Gerald and Robert Goldberg, who also cowrote "Anchors: Brokaw, Jennings, Rather and the Evening News." Robert Goldberg is a television reviewer for *The Wall Street Journal.*

The third in a series of five meetings of House Copyright Subcommittee staff and television industry executives over possible changes in copyright law—including Fox and Motion Picture Association of America proposals to eliminate the cable compulsory license—**is scheduled for Wednesday, Jan. 15,** in Washington. The meeting will focus on how changes in television technology are forcing changes in copyright code. Dates for future meetings on broadcast television copyright law and possible future legislative actions that might be taken have not been set. The subcommittee staff hopes to finish the meetings by late January or early February.

Columbia Communications Corp. gained authority last week to begin offering separate international satellite services via 12 C-band transponders aboard each of two NASA Tracking and Data Relay Satellite System satellites. Both TDRSS birds are already in orbit, one over the

JAN 13

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☐ **KATZ AND SELTEL: IS DUAL REPRESENTATION HERE? / 4**

☐ **ON THE EVE OF NATPE: AT LARGE WITH CPT'S THURSTON / 30**

☐ **NAB PRESIDENT EDDIE FRITTS: CONFIDENT ABOUT S. 12 OUTCOME/ 10**

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CABLE-FRIENDLY INTV CONVENES IN SAN FRANCISCO

TV stations need second revenue stream

That's opinion of Wertheim's David Londoner, who says possible source is cable

By Steve McClellan

Entertainment analyst David Londoner, managing director, Wertheim Schroder & Co., has good news and bad news for independent station operators.

In a keynote address at the INTV convention last week, Londoner predicted television advertising would rebound in 1992, with an 8% revenue gain over 1991. But he also said the television industry needs a second revenue stream to maintain meaningful growth over the long term.

Londoner said the most logical source of a second revenue stream would be an amended compulsory copyright license law that tags cable operators for use of local as well as distant over-the-air broadcast signals.

"The way it works today, you are losing yardage to cable," said Londoner. "And the simple fact is that advertising alone cannot afford to pay you enough to compete against paid-for television, whether it is basic cable, HBO or pay per view."

Londoner proposed that cable operators be charged "something like" $1 per subscriber per month (phased in over four years) for carriage of local signals. By his estimate, that would raise roughly $750 million in 1996 that could be divided among over-the-air broadcasters, the big three networks, Fox and barter syndicators, based on their advertising revenues.

Based on current shares, that would give each of the big three about $85 million; local stations would get about $450 million; Fox would get $10 million and syndicators about $35 million.

"The fee would be in recognition that free television is the principal use

Continues on page 15.

This Week

NAB's Eddie Fritts: sees cable reregulation in '92 (p.10)

DIMINISHED INTV / 4

Twentieth Television's announcement that it will not have exhibition suites at INTV next year has added impetus to a much talked-about INTV alliance with NATPE.

BATTLE-READY NAB / 10

NAB President Eddie Fritts predicts that some form of cable regulation palatable to broadcasters will become law this year. If not, a broadcaster-telco alliance may pick up the fight.

CPT'S LOOK AT '92 / 30

Barry Thurston, president of syndication for Columbia Pictures Television, heads to NATPE planning to finalize sales on *Designing Women* and to sell the Columbia Showcase 2 film package.

DOWNSIZED SCA / 78

SportsChannel America has abandoned plans to become a standalone service and is concentrating instead on providing secondary programing for its regionals.

FALL ARBITRONS / 84

Radio ratings for nine of the top-10 markets show AM's leading in five—Chicago, San Francisco, Philadelphia, Detroit and Boston—and continued strength for soft AC and urban.

CHALLENGE TO TRINITY / 88

Trinity Broadcasting's effort to renew its license for WHFT(TV) Miami has been challenged by Glendale Broadcasting, which maintains that Trinity violates the 12-station cap by operating through a minority front company, National Minority Television Inc. The FCC is reviewing similar allegations made against NMTV last year.

BIG WFAN / 94

Infinity Broadcasting, which has filed to make a public offering of stock to finance its $70 million purchase of all-sports WFAN(AM) New York, is picking up a strong station: net revenue for the first nine months of 1991—$20.7 million—nearly matches 1990's total, and full-year cash flow is projected to approach $8 million.

SKYPIX SETS APRIL LAUNCH / 98

Now that a financial services company has agreed to finance consumer purchases of the equipment, Skypix says it is ready to launch its direct-to-home satellite receiving system this April.

CPT's Barry Thurston: looking for access (p.30)

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Broadcasting's Ratings Week Dec30-Jan5

	ABC	CBS	NBC	FOX
MONDAY	11.4/19	13.4/22	11.8/19	NO PROGRAMING
8:00	48. MacGyver 10.9/18	32. Davis Rules 12.6/21	29. Fresh Prince 13.0/21	
8:30		29. Major Dad 13.0/21	36. Blossom 11.7/19	
9:00	39. ABC Monday Night Movie—Spartacus Pt. 2 11.6/19	13. Murphy Brown 14.8/23	41. NBC Monday Night Movies—Night of the Living Dead Pt. 2 11.5/19	
9:30		21. Designg Wmn 14.0/22		
10:00		28. Northern Exposure 13.1/22		
10:30				
TUESDAY	9.1/19	8.8/18	8.6/18	NO PROGRAMING
8:00	43. Full House 11.4/22	51. Rescue: 911 10.3/20	72. Orange Bowl Parade 8.0/16	
8:30	46. Home Improvmt 11.0/22			
9:00	43. Roseanne 11.4/23	70. CBS Tuesday Night Movie—World's Oldest Living Bridesmaid 8.1/17	59. In the Heat of the Night 9.6/20	
9:30	59. Coach 9.6/20			
10:00	85. Homefront 5.5/12		65. Law and Order 8.7/19	
10:30				
WEDNESDAY	10.4/16	14.4/22	11.7/18	NO PROGRAMING
8:00	37. Rose Bowl 12.1/19	16. Davis Rules 14.5/22	46. Orange Bowl Game 11.0/18	
8:30	49. Sugar Bowl 10.8/18	18. Brooklyn Bridge 14.1/21		
9:00		23. Jake and the Fatman 13.8/21		
9:30				
10:00		11. 48 Hours 15.1/25		
10:30				
THURSDAY	10.5/16	11.9/19	14.6/23	9.9/15
8:00	64. Pros and Cons 8.8/14	36. Top Cops 12.3/19	6. Cosby 16.1/25	41. Simpsons 11.5/18
8:30			8. A Diffnt. World 15.8/24	72. Drexell's Class 8.0/12
9:00	70. Extreme Edge 8.1/12	50. P.S. I Luv U 10.4/16	2. Cheers 19.8/30	54. Beverly Hills 90210 10.0/15
9:30			7. Wings 15.9/24	
10:00	14. Primetime Live 14.6/24	31. Knots Landing 12.9/21	52. L.A. Law 10.1/17	
10:30				
FRIDAY	14.6/24	11.3/19	9.7/16	5.6/9
8:00	18. Family Matters 14.1/24	45. CBS Friday Movie Special—Dead Poets Society 11.3/19	34. Matlock 12.4/20	80. America's Most Wanted 6.7/11
8:30	25. Step By Step 13.7/22			
9:00	26. Baby Talk 13.6/22		62. Pacific Station 9.4/15	87. Hidden Video 4.7/8
9:30	33. Perfect Strngrs 12.5/21		63. Dear John 8.9/15	89. Best of the Worst 4.1/7
10:00	4. 20/20 16.9/29		77. Reasonable Doubts 7.5/13	
10:30				
SATURDAY	7.9/13	11.4/20	12.4/22	7.3/13
8:00	76. Who's the Boss? 7.6/13	34. CBS Saturday Movie—White Fang 12.4/21	27. Golden Girls 13.5/23	74. Cops 7.8/13
8:30	74. Growing Pains 7.8/13		39. Walter and Emily 11.6/20	65. Cops 2 8.7/15
9:00	82. Young Riders 6.2/10		10. Empty Nest 15.2/26	81. World's Greatest Stunts II 6.4/11
9:30			17. Nurses 14.3/24	
10:00	58. The Commish 9.8/18	61. P.S. I Luv U 9.5/17	54. Sisters 10.0/18	
10:30				
SUNDAY	13.9/21	18.8/29	10.4/16	8.8/13
7:00	57. Life Goes On 9.9/15	1. 60 Minutes 26.3/41	84. Eerie, Indiana 5.6/9	78. True Colors 7.3/11
7:30			86. The Torkelsons 5.1/8	79. Parker Lewis 7.0/11
8:00	5. Am Fun Hme Vid 16.5/24	3. Murder, She Wrote 19.3/28	69. Hot Country Nights 8.2/12	37. In Living Color 12.0/17
8:30	9. Am Fun People 15.4/22			54. Roc 10.0/14
9:00	12. ABC Sunday Night Movie—Three Fugitives 14.9/23	14. CBS Sunday Movie—Diagnosis of Murder 14.6/23	21. NBC Sunday Night Movie—In the Arms of a Killer 14.0/22	23. Married w/Chldn 13.8/20
9:30				52. Herman's Head 10.1/15
10:00				83. Get a Life 5.8/9
10:30				88. Charlie Hoover 4.2/7
WEEK'S AVGS	11.2/19	13.1/22	11.3/19	8.1/13
SSN. TO DATE	12.0/20	13.4/22	12.5/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

FOURTH-QUARTER CABLE SERVICE RATINGS: 1991 VS. 1990

Network	*Prime Time*				*Full Day*			
	4Q 1991 Rating	*HH*	*4Q 1990 Rating*	*HH*	*4Q 1991 Rating*	*HH*	*4Q 1990 Rating*	*HH*
WTBS	2.5	1,419,000	2.3	1,262,000	1.4	811,000	1.5	842,000
ESPN	2.4	1,430,000	2.5	1,430,000	0.9	535,000	0.9	510,000
USA	2.2	1,267,000	2.2	1,211,000	1.3	746,000	1.2	651,000
TNT	1.7	932,000	1.9	961,000	1.0	533,000	1.0	509,000
TNN	1.4	728,000	1.2	600,000	0.6	325,000	0.5	267,000
Lifetime	1.2	618,000	1.1	565,000	0.6	320,000	0.6	308,000
CNN	1.1	629,000	1.2	675,000	0.8	449,000	0.7	391,000
Discovery	1.0	557,000	1.0	529,000	0.5	295,000	0.5	265,000
Nick at Nite	0.9	502,000	0.8	427,000	0.6	335,000	0.5	267,000
Family	0.8	441,000	0.8	417,000	0.6	340,000	0.6	309,000
A&E	0.7	384,000	0.6	299,000	0.5	233,000	0.4	188,000
MTV	0.6	330,000	0.7	371,000	0.5	275,000	0.5	265,000
HL News	0.3	159,000	0.3	157,000	0.3	165,000	0.4	153,000
VH-1	0.3	130,000	0.3	117,000	0.2	86,000	0.2	78,000
Nickelodeon	—	—	—	—	1.1	614,000	1.0	534,000

Notes: Figures are network estimates. All data are suppled by an outside source based on Nielsen Media Research. Ratings are based on the coverage area of each network, not the entire television universe. USA's prime time is 7-11 p.m.; Family's is 8-10 p.m.; Discovery and TNN's full day is 9 a.m.-3 a.m.; Lifetime's and Family's are 7 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.

The combined prime time fourth-quarter 1991 ratings for the 14 largest basic cable networks was a 17.1, up slightly from a cumulative 16.9 for the same period in 1990. WTBS(TV) Atlanta, boosted by its James Bond movie showings, edged out ESPN as the highest-rated network of the quarter.

Despite huge ratings gains made during the William Kennedy Smith rape trial, CNN's daytime ratings went up just one-tenth of a point, while prime time ratings dropped by the same amount.

The Nashville Network was up 0.2 rating points, buoyed by the success of its new *Statler Brothers Show*, which was earning a 4 rating in prime time. Lifetime, Nick at Nite, and A&E were all up slightly in prime time; ESPN, TNT and MTV were down. Discovery, Family, Headline News and USA were flat.

Comfort Zone.

Radio

AMs TAKE FIVE TOP SPOTS IN ARBITRON

Urban, soft AC formats continue strong showings; CHR, AOR hold steady in fall survey

By Reed E. Bunzel

Soft AC stations finished first in the top two markets—New York and Los Angeles—and AM heritage stations claimed the top slot in five other top-10 markets, according to the Arbitron fall survey released last week. Urban also continued its strong showing, finishing second in three markets and third in two, while CHR and AOR numbers held relatively steady. All numbers reflect persons 12-plus, Monday-Sunday, 6 a.m. to midnight. Note: Arbitron has cited WPLJ(FM) New York for a violation of its rating bias policy during the fall survey and has listed the station below the line; however, the station did not finish among the top 10, 12-plus, in New York.

Market-by-market highlights include:

- New York: Soft adult contemporary WLTW(FM) gained almost a full share point to finish in first place at 5.8, ahead of WRKS(FM), which increased its share to 5.2. Former market leader WCBS-FM slipped slightly to 4.9, enough to drop it into third place, barely ahead of WQHT(FM), which finished in fourth at 4.8.
- Los Angeles: Soft AC-oriented KOST(FM) remained in first place, leveling off at an even 6.0 as contemporary-hits-radio combo KIIS-AM-FM slipped to a 4.9 but held on to second place. KLOS(FM) climbed one notch into third place, even though its numbers slipped a hair to 4.4, while KPWR(FM) rebounded into fourth from its summer slump with a 4.3.
- Chicago: WGN(AM) maintained its market lead and actually gained ground, increasing to 8.5, partly on the strength of its NFL Bears broadcasts. Urban-formatted WGCI-FM held on in second but tumbled more than

Station	*Format*	*Summer*	*Fall*
1. New York			
WLTW(FM)	Soft AC	4.9	5.8
WRKS(FM)	Urban	4.8	5.2
WCBS(FM)	Oldies	5.1	4.9
WQHT(FM)	CHR	4.2	4.8
WBLS(FM)	Urban	4.2	4.4
WNSR(FM)	Soft AC	3.4	4.2
WINS(AM)	News	4.3	4.1
WXRK(FM)	Classic Rock	3.8	3.9
WNEW-FM	AOR	4.0	3.8
WABC(AM)	Talk	2.6	3.3
WHTZ(FM)	CHR	3.8	3.3
WOR(AM)	Talk	4.0	3.3
2. Los Angeles			
KOST(FM)	Soft AC	5.9	6.0
KIIS-AM-FM	CHR	5.3	4.9
KLOS(FM)	AOR	4.5	4.4
KPWR(FM)	CHR	3.5	4.3
KABC(AM)	Talk	4.7	4.2
KLVE(FM)	Spanish	3.5	4.0
KRTH(FM)	Oldies	3.8	4.0
KKBT(FM)	Urban	4.9	3.8
KWKW(AM)	Spanish	3.1	3.8
KBIG(FM)	AC	3.8	3.2
KROQ-FM	AOR	2.7	3.2
3. Chicago			
WGN(AM)	MOR/Talk	8.4	8.5
WGCI-FM	Urban	8.1	6.8
WBBM-FM	CHR	4.9	5.1
WBBM(AM)	News	3.8	4.4
WVAZ(FM)	Urban	4.7	4.2
WNUA(FM)	AC	3.4	3.8
WUSN(FM)	Country	4.5	3.8
WWBZ(FM)	AOR	4.6	3.8
WLIT-FM	AC	3.4	3.4
WXRT(FM)	AOR	2.6	3.3
4. San Francisco			
KGO(AM)	News/Talk	8.0	8.4
KCBS(AM)	News	4.1	5.5
KMEL(FM)	CHR	5.3	5.3
KFRC(AM)	Nostalgia	4.9	4.3
KOIT-AM-FM	Soft AC	2.9	3.6
KNBR(AM)	Talk	4.5	3.3
KITS(FM)	New Rock	2.7	3.1
KABL-AM-FM	AC	2.7	3.0
KSAN(FM)	Country	2.5	2.9
KSOL(FM)	Urban	2.8	2.9
5. Philadelphia			
KYW(AM)	News	7.5	7.6
WMMR(FM)	AOR	6.4	7.2
WUSL(FM)	Urban	6.8	6.8
WYSP(FM)	Classic Rock	5.9	6.2
5. Philadelphia (cont.)			
WEAZ-FM	AC	5.2	5.1
WEGX(FM)	CHR	3.7	4.9
WXTU(FM)	Country	4.7	4.9
WWDB(FM)	Talk	5.0	4.7
WOGL-FM	Oldies	5.0	4.6
WIOQ(FM)	CHR	4.1	4.4
6. Detroit			
WJR(AM)	News/Talk/AC	9.3	9.3
WJLB(FM)	Urban	6.2	6.6
WWJ(AM)	News	4.4	6.3
WWWW(FM)	Country	6.1	5.3
WKQI(FM)	CHR	5.0	4.7
WOMC(FM)	Oldies	5.4	4.5
WHYT(FM)	CHR	4.7	4.4
WLLZ(FM)	AOR	4.2	4.3
WXYT(AM)	News/Talk	3.7	4.3
WJOI(FM)	Easy	3.8	3.9
7. Washington			
WPGC-FM	CHR	7.8	9.2
WMZQ-AM-FM	Country	5.6	5.8
WKYS(FM)	Urban	4.5	5.4
WGAY(FM)	Easy	5.6	5.2
WMAL(AM)	News/Talk	3.6	5.1
WASH(FM)	AC	4.1	4.7
WRQX-FM	Hot Mix	3.1	4.4
WTOP(AM)	News	4.2	4.3
WMMJ(FM)	AC	3.5	3.9
WAVA(FM)	CHR	3.6	3.8
8. Dallas-Fort Worth			
KSCS(FM)	Country	10.5	11.2
KPLX(FM)	Country	6.0	7.3
KVIL-AM-FM	AC	5.6	5.3
WBAP(AM)	Country	5.4	5.3
KTXQ(FM)	AOR	6.4	5.2
KKDA-FM	Urban	5.0	4.4
KLRX(FM)	AOR	2.8	4.4
KMJZ(FM)	Urban	4.3	4.0
KRLD(AM)	News/Sports	4.1	4.0
KEGL(FM)	CHR	3.6	3.9
9. Boston			
WBZ(AM)	AC	5.5	7.5
WRKO(AM)	Talk	8.3	6.4
WXKS-FM	CHR	5.0	5.5
WMEX(AM)- WMJX(FM)	AC	3.5	5.4
WBCN(FM)	AOR	5.6	5.3
WZOU(FM)	CHR	7.1	5.3
WBMX(FM)	AC Mix	4.0	4.5
WSSH-FM	Easy	4.8	4.5
WODS(FM)	Oldies	4.7	4.2
WHDH(AM)	Talk	3.9	3.9

full point to finish at 6.8, while third-place WBBM-FM climbed slightly to 5.1.

■ San Francisco: The NFL 49ers helped KGO(AM) add to its first-place lead, increasing its share to 8.4, almost three full points ahead of second-place KCBS(AM), which jumped to 5.5. CHR-formatted KMEL(FM) held steady at 5.3, but slipped into third place, a full point ahead of fourth-place KFRC(AM), which dipped to 4.3.

■ Philadelphia: News outlet KYW(AM) increased slightly to 7.6, holding on to first place, as WMMR(FM) jumped into second with a 7.2, ahead of urban-formatted WUSL(FM), which held steady at 6.8.

■ Detroit: Market leader WJR(AM) remained steady at 9.3, while second-place urban-oriented WJLB(FM) gained slightly to finish at 6.6. The Lions, NFC Central champs, helped WWJ(AM) increase from 4.4 to 6.3, boosting it into third, while country-formatted WWWW(FM) dipped from 6.1 to 5.3.

■ Washington: CHR powerhouse WPGC-FM continued its capital punch, jumping from 7.8 to 9.2 and widening its lead over second-place combo WMZQ-AM-FM. Urban-formatted WKYS(FM) added almost a full share point to jump into third, while former second-place tie WGAY(FM) lost audience to finish in fourth at 5.2. Also, WMAL(AM) jumped to 5.1 on the backs of NFC East's Redskins.

■ Dallas-Fort Worth: Country delivered a one-two punch in Big D as KSCS(FM) increased to 11.2 and KPLX(FM) jumped to 7.3. AC-formatted KVIL-AM-FM finished in a third-place tie with country-oriented WBAP(AM) at 5.3, while album-oriented-rock outlet KTXQ(FM) slipped more than a full point to 5.2.

■ Boston: Partly on the strength of NFL Patriot broadcasts, WBZ(AM) added two full points and finished first at 7.5, a full point ahead of talker WRKO(AM), which slipped to 6.4. CHR-formatted WXKS(FM) climbed into third with a 5.5, while new AC combo WMEX(AM)-WMJX(FM) shot up almost two full points to finish fourth. ■

WOR FORMS TALK NET

Buckley Broadcasting's WOR(AM) New York has formed a new daytime talk radio service, the WOR Radio Network, which is scheduled to debut Feb. 3. The first program to be offered by the fledgling network is a two-hour daily personal finance program, *Smart Money*, featuring Ken and Daria Dolan, who currently co-host a daily financial program on WOR(AM). *Smart Money* is scheduled to air Monday-Friday from 1:00 p.m. to 3:00 p.m., and future plans call for additional weekday and weekend talk programing.

Programing for the WOR Radio Network, which will be available on a barter basis to commercial stations nationwide, will originate from WOR(AM) studios in New York. Rich Wood, former ABC Radio Networks director of station relations, has been named director of the new network. ■

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Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WNDZ(AM)-WVVX(FM) Portage, Ind.-Highland Park, Ill. (Chicago) □ Sold by Universal Broadcasting to Douglas Broadcasting for $5.7 million, which includes minority tax certificate. **Seller** is headed by Marvin B. Kosofsky and Howard Warshaw, and is licensee of four AM's and one FM. Kosofsky also has 14.5% interest in Jacor Communications, licensee of five AM's and eight FM's. Warshaw has interests in licensee of WKIX(AM)-WYLT(FM) Raleigh, N.C. **Buyer** is headed by N. John Douglas, who recently purchased KWIZ-FM Santa Ana, Calif. ("Changing Hands," Nov. 11, 1991), and is also licensee of two AM's and four FM's. WNDZ has religious format on 750 khz with 2.5 kw day. WVVX has ethnic, heavy metal format on 103.1 mhz with 3 kw and antenna 241 feet above average terrain. *Broker: W. John Grandy.*

KBUL(FM) Carson City-Reno, Nev. □ Sold by Atmor Properties Inc. to Citadel Associates Ltd. for $1.3 million. **Buyer** is headed by general partner Lawrence R. Wilson, and also owns KBOZ-AM-FM Bozeman and KCTR-AM-FM Billings, both Mont.; KCNR(AM)-KLZX-FM Salt Lake City and KKFM(FM) Colorado Springs; it also purchased nine Price Broadcasting Co. stations, pending FCC approval ("Changing Hands," Sept. 9, 1991). **Seller** is headed by Lee M. Mitchell, and also owns WAVH(FM) Mobile, Ala. KBUL has C&W format on 98.1 mhz with 75.9 kw and antenna 2,275 feet above average terrain. *Broker: Blackburn & Company Inc.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ $800,000 □ 1
FM's □ $3,500,000 □ 5
AM-FM's □ $5,700,000 □ 1
TV's □ $0 □ 0
Total □ $10,000,000 □ 7

1991 to Date:

AM's □ $82,329,886 □ 266
FM's □ $224,011,223 □ 287
AM-FM's □ $342,829,401 □ 213
TV's □ $1,067,579,400 □ 83
Total □ $1,716,749,910 □ 849

For 1990 total see Jan. 7, 1991 BROADCASTING.

KIDI(FM) Albuquerque, N.M. □ Sold by Guadalajara Chili Pepper Co. to Ramar Communications Inc. for $1 million cash. **Seller** is headed by Loretta Salazar. Director Leo Kesselman has interests in four LPTV's and is permittee of ch. 9 in Santa Maria, Calif. **Buyer** is headed by Ray Moran, who has interests in KBQE(TV) Albuquerque, N.M., which Moran is purchasing from his wife (see "For the Record"). KIDI has international Spanish contemporary format on 103.3 mhz with 22 kw and antenna 4,069 feet above average terrain.

WTIX(AM) New Orleans □ Sold by Charles J. Givens Radio Partner II Ltd. to GHB Broadcasting for $800,000. **Seller** is financial expert and author. **Buyer** is headed by George Buck Jr., and is licensee of nine AM's and one FM. WTIX has news-talk format on 690 khz with 10 kw day and 5 kw night. *Broker: Bergner & Co.*

WWBE(FM) Mifflinburg and CP licensed to Beaver Springs, both Pennsylvania □ Sold by Hale Communications to Marnu Inc. for $775,000 cash. **Seller** of WWBE is headed by Mark Fleisher; his wife, Mary Anne Fleisher, is selling CP. **Buyer** is headed by Pryor E. Neuber Jr., and has no other broadcast interests. WWBE has country format on 106.1 mhz with antenna 150 feet above average terrain. CP is allotted to 106.1 mhz with 1.75 kw and antenna 400 feet above average terrain and is not on air. *Broker: Hickman Associates.*

KIXR(FM) Ponca City, Okla. Sold between principals of licensee Kix Communications Inc. for $250,000. Terms: $200,000 cash and $50,000 on terms. **Seller** is Frank Chappell, selling 51% to **buyer** Bill Burns. Principals have no other broadcast interests. KIXR has CHR format on 100.1 mhz with 3 kw and antenna 299 feet.

1991
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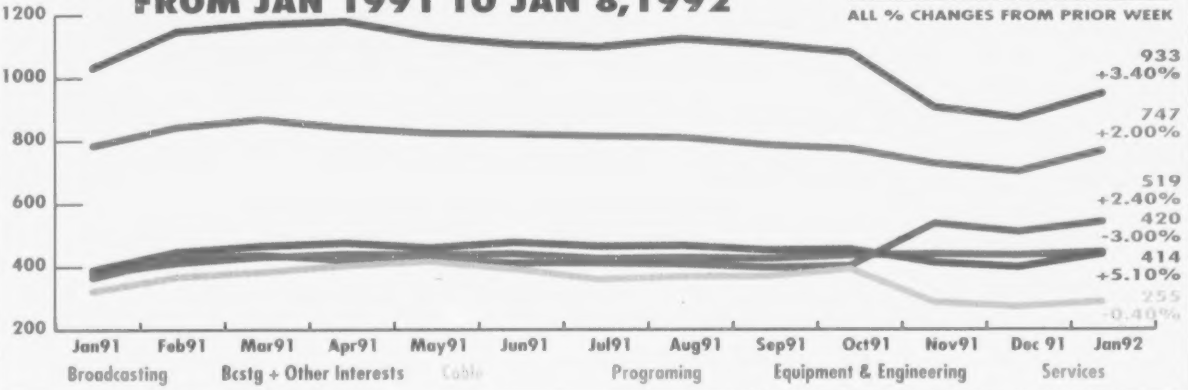
*Source: Paul Kagan and Associates, Inc.
and Radio Business Report

Broadcasting's By The Numbers

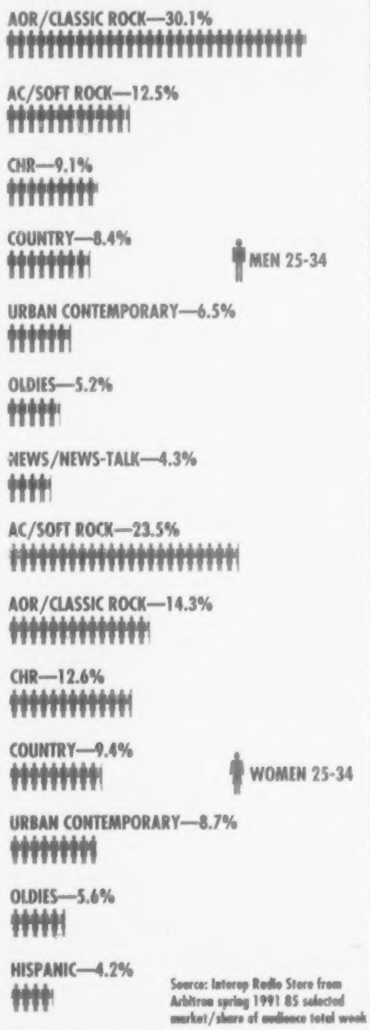
STOCK MARKET PERFORMANCE AVERAGES FROM JAN 1991 TO JAN 8,1992

NASDAQ: 610.32(+4.08%)
S&P Ind.: 494.37 (+0.33%)

ALL % CHANGES FROM PRIOR WEEK



RADIO FORMAT PREFERENCES



Source: Interep Radio Store from Arbitron spring 1991 85 selected market/share of audience total week

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	**11,062**	**1,562**	**12,624**
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	**1,489**	**199**	**1,688**
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	**974**	**1016**	**1,990**
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

Action for Children's Television is closing its doors after 23 years of fighting for better children's programing. Peggy Charren, ACT president, said that "while children's TV has never been worse, we have set in motion what is necessary to make it better." Charren was referring to the Children's Television Act that went into effect earlier this year that limits ad time on children's shows and requires broadcasters to demonstrate to the FCC that they are serving children's needs. ACT's membership, which hit 20,000 at one point, is now less than half that. "I decided that life got to be complicated when AIDS and homelessness took over the country," Charren said. "Trying to get money for television may not be on the top of anyone's list."

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 22. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.4/222/98
2. Jeopardy!	12.2/216/98
3. Oprah Winfrey Show	11.0/220/99
3. Star Trek	10.5/242/96
5. Entertainment Tonight	8.7/185/96
6. Cosby Show	8.4/205/97
7. Current Affair	8.3/171/93
8. Married...With Children	8.0/167/94
9. A Very Brady Christmas	7.5/181/93
10. Donahue	7.2/226/99
11. Wheel Of Fortune (Wknd)	6.9/184/81
11. WKRP in Cincinnati	6.9/235/96
13. Inside Edition	6.3/123/84
14. Sally Jessy Raphael	6.1/207/97
15. Hard Copy	5.9/168/91

Grundy International Operations Ltd. and Mark Goodson Productions have signed an agreement whereby Grundy has been granted exclusive license of Goodson formats and exclusive rights to distribute existing episodes of Goodson programing in the South America, Australia, New Zealand, Southeast Asia and Japan territories as well as others. Goodson product in the deal includes *The Price Is Right*, *Concentration*, *Card Sharks*, *Beat the Clock* and *Family Feud*.

Kushner-Locke International, the recently formed international distribution division of The Kushner-Locke Company, will attend NATPE, offering a slate of movies and miniseries for sale outside of the U.S. and Canada. The lineup includes six movies for TV and the miniseries *Glory Years*.

Act III Broadcasting President Bert Ellis resigned last Friday (Jan. 10). The group owner of eight Fox affiliates named Richard Ballinger, senior VP, to replace him. No reason was given for Ellis's resignation, although some industry sources have speculated he did not see eye-to-eye with other Act III executives regarding the latter's pending merger with ABRY Communications (BROADCASTING, Dec. 23, 1991).

The Broadcast Operations Coordinating Authority is taking frequency requests for coverage of the political conventions on a first-come, first-served basis. BOCA, which has asked the FCC for temporary assignment of unused spectrum in UHF channels 16 and 18, expects to coordinate thousands of broadcast, print and photo journalists covering the Democratic National Convention in New York (July) and the Republican National Convention in Houston (August). Request forms can be obtained from Mike Chiarulli or Joseph Nuzzon at ABC in New York, (212) 887-3442/3969.

The Society of Broadcast Engineers and the NAB reached an agreement last week to **schedule a series of "SBE Day" technical sessions** on Tuesday, April 14, during the 1992 NAB Broadcast Engineering Conference, April 12-16 in Las Ve-

NETWORK NOTE

ABC has ordered five more episodes of Steven Bochco Productions' *Civil Wars*, bringing the season total to 18. In an effort to increase the series' less-than-stellar ratings, ABC has scheduled a special airing of the show on Tuesday night at 10 p.m. following *Coach*, hoping the divorce lawyer show will gain some much needed sampling.

While gaining more episodes of *Civil Wars*, the network is losing the services of the critically acclaimed but moderately watched *Anything but Love* half-hour, which will cease production immediately at the behest of Twentieth Television, which produces the series. The studio has apparently decided the show's syndication value is so low as to not be able to recoup the costs incurred to produce prior episodes and any further installments. With the plug being pulled on the show midway through the season, the total number of episodes produced is 17, shy of the 22 originally ordered by ABC.

And in other news at the network:

■ Donna Mills, traditionally a CBS star thanks to her long-running involvement on *Knots Landing*, has been signed to a deal that will see the actress develop and star in a half-hour series as well as three made-for television movies, the first of which will be ready to air by mid-season 1992-93. Through her Donna Mills Productions, Mills will star in and serve as executive producer of the projects.

■ The network announced last week that *Billy*, the half-hour comedy starring Billy Connolly, will join their Friday night lineup in the 9:30-10 slot beginning January 31. In order to make room for the new show, *Perfect Strangers*, currently in the time slot, is moving to Saturday nights at 9-9:30, where it will have the unenviable responsibility of trying to resuscitate the network's comatose lineup. -SC

C1850-14

JAN 20

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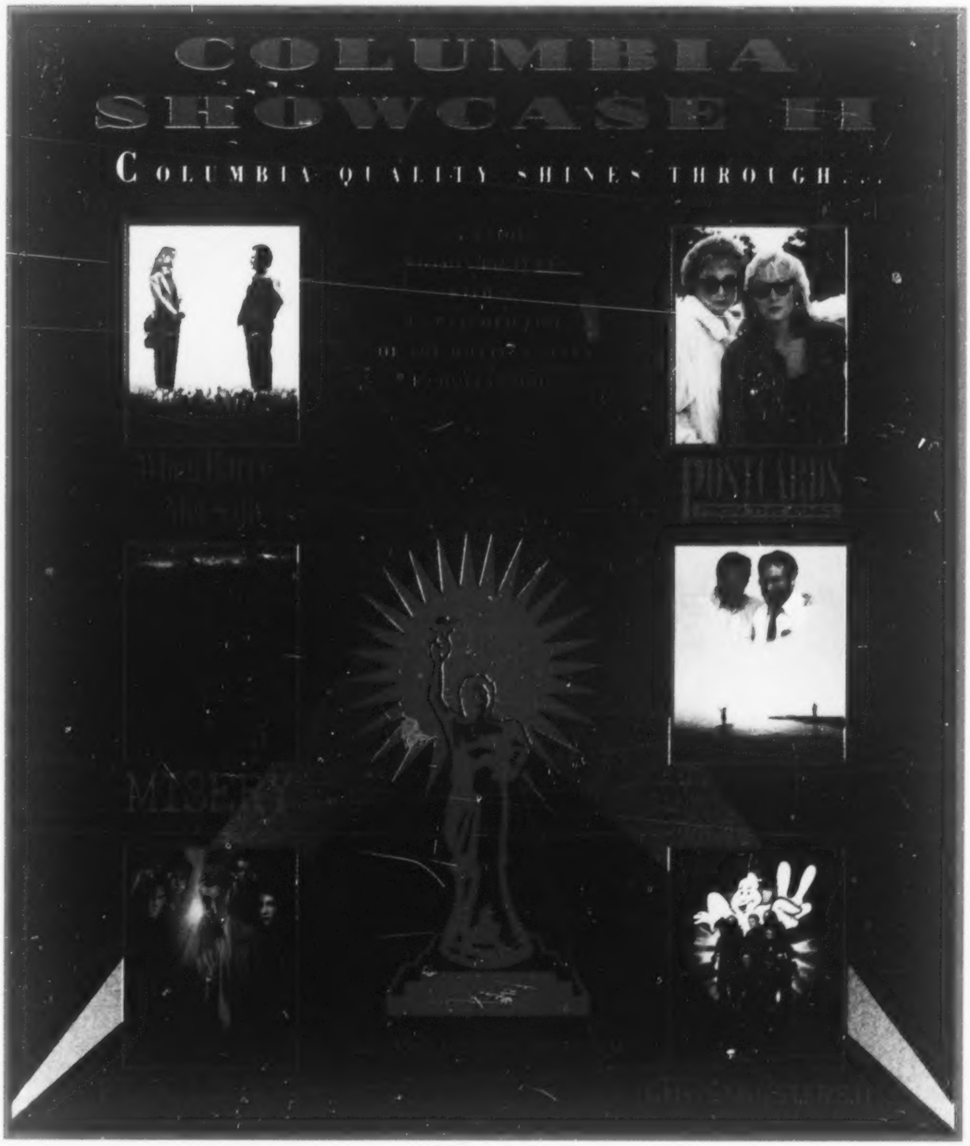
FIRST IN TELEVISION CABLE RADIO SATELLITE

- ☐ FROM THE CBS MAILBOX: ALAN BELL / 23
- ☐ ABC AND CBS JOIN CALL TO RELAX PTAR / 31
- ☐ NETWORKS MEET THE PRESS / 18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S.12: THE BILL WHOSE TIME HAS COME

the controversy would come to a vote before the TV board on Wednesday. Instead, a negotiating committee comprising affiliate, network and independent station representatives was named to work out the matter by Feb. 19 (the FCC's filing deadline is March 2). Failing resolution, the NAB board will have to retackle the issue on its own.

The two boards agreed on several policy resolutions: to urge all board members to contribute to TARPAC, the NAB's political action fund, and to lobby his or her own member of Congress; to support the FCC's re-examination of radio ownership limits; to support time brokerage agreements; to support relaxation of the duopoly rules that restrict ownership to one each in the various service bands (AM, FM and TV), and to seek a freeze on new FM stations and a review of FM radio allocations and licensing policy.

The two boards were in agreement on several policy resolutions. The radio board endorsed the revised NAB plan for implementing digital audio broadcasting, which calls for an in-band approach and abandons support of the European Eureka system. It also issued a statement on telco entry into broadband facilities, insisting on broadcast access to both systems and technologies and retention of control by broadcasters of their signals and the circumstances under which others use their signals.

The two-day legislative forum that preceded the joint board meeting produced little news. The high point was House Republican Leader Robert Michel's (R-Ill.) declaration—after saying he was reluctant to impose restrictions on communications media—that "S. 12 and [the companion] H.R. 3380 are pretty good pieces of legislation," albeit on a collision course with the Bush administration. A discordant note was sounded by Representative Sonny Callahan's (R-Ala.) castigation of the media for negative reporting of the national economy. "I've never heard Irving R. Levine [of NBC News] say one thing positive about the economy," Callahan said. He urged his largely station audience not to be puppets of the networks.

Perhaps the most controversial appearance during the joint boards was by Massachusetts Institute of Technology Professor Nicholas Negroponte, whose Media Lab is reputed to be

This Week

Sonya Friedman, host of CNN's 'Sonya Live,' and Discovery Networks Chairman John Hendricks at the 13th annual ACE awards (p.26)

CABLE BILL IN THE SENATE / 3

With its opponents' substitute measure beginning to mirror the original, S.12 stands a good chance of Senate passage.

CRITICS' PREVIEWS / 18

ABC has landed Delta Burke for a half-hour comedy that could debut as early as next fall, and CBS plans to launch five new series during the once-dormant summer season.

PPV WORLD CUP? / 25

World Cup soccer organizers are talking to TV-rights bidders about putting some of the 1994 World Cup's 52 games on pay per view.

HBO TOPS ACES / 26

Home Box Office garnered 27 ACE awards at the 13th annual ceremony last week. Showtime was second (9) and A&E and CNN tied for third (7).

POST-BIRCH ARBITRON / 28

The radio industry is wondering how Arbitron will act now that Birch Radio has ceased operations and it has the ratings field mostly to itself. Some observers expect price hikes, but the company says "our approach to pricing will not change."

GROWING PTAR CONSENSUS / 31

The ABC and CBS affiliate groups (NBC is still on the fence) have weighed in against the prime time access rule's off-network program prohibition. But even consensus among affiliates may not overcome the FCC's current indisposition to move on the matter.

Bob Iger at press tour (p.18)

STATIONS HIT BY AD LIMITS / 38

Ad inventory given up to meet the FCC's new restrictions for children's programing is coming mostly out of stations' pockets rather than syndicators', but new negotiations should determine whether the two can work out an equitable arrangement.

VIDEOCIPHER UPGRADE / 41

General Instrument will spend $50 million to upgrade its VideoCipher II descrambler, which has been plagued by black-market copies since it was introduced in 1985. HBO, Showtime, Netlink USA and Southern Satellite Systems have agreed to switch their feeds.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week Jan6-12

	ABC	CBS	NBC	FOX
MONDAY	15.0/23	17.2/27	12.3/19	NO PROGRAMING
8:00	35. FBI: Untold Stories 13.5/21	18. Evening Shade 15.5/24	18. Fresh Prince 15.5/24	
8:30	28. American Det. 14.2/22	11. Major Dad 16.9/26	43. Blossom 13.0/20	
9:00	17. ABC Monday Night Movie—Survive the Savage Sea 15.6/24	5. Murphy Brown 19.6/29	59. NBC Monday Night Movies—Murder Without Motive 11.3/18	
9:30		8. Designg Wmn 18.2/28		
10:00		13. Northern Exposure 16.5/26		
10:30				
TUESDAY	16.5/26	12.6/19	13.2/20	NO PROGRAMING
8:00	9. Full House 18.0/27	14. Rescue: 911 16.3/24	70. I'll Fly Away 10.1/15	
8:30	6. Home Improvmt 18.8/28			
9:00	3. Roseanne 22.4/33	61. CBS Tuesday Night Movie—Miles From Nowhere 10.8/17	26. In the Heat of the Night 14.7/22	
9:30	6. Coach 18.8/28			
10:00	66. Homefront 10.4/18		25. Law and Order 14.8/25	
10:30				
WEDNESDAY	10.6/17	12.3/20	12.9/21	NO PROGRAMING
8:00	54. Dinosaurs 11.7/19	55. Davis Rules 11.6/19	21. Unsolved Mysteries 15.2/24	
8:30	42. Wonder Years 13.1/20	71. Brooklyn Bridge 9.9/15		
9:00	38. Doogie Howser 13.4/20	47. Jake and the Fatman 12.8/20	48. Seinfeld 12.6/19	
9:30	68. Anything B/Love 10.3/16		57. Night Court 11.4/18	
10:00	83. Civil Wars 7.5/13	40. 48 Hours 13.2/23	57. Quantum Leap 11.4/20	
10:30				
THURSDAY	13.4/21	11.7/18	15.3/24	11.8/17
8:00	39. Columbo 13.3/20	60. Top Cops 10.9/17	23. Cosby 15.0/23	31. Simpsons 14.0/21
8:30			40. Torkelsons 13.2/20	73. Herman's Head 9.4/14
9:00		51. Street Stories* 12.0/18	12. Cheers 16.7/25	53. Beverly Hills 90210 11.8/17
9:30			24. Wings 14.9/22	
10:00	35. Primetime Live 13.5/22	50. Knots Landing 12.3/20	16. L.A. Law 16.1/27	
10:30				
FRIDAY	13.2/22	12.4/21	12.8/22	6.0/10
8:00	34. Family Matters 13.7/23	28. CBS Friday Movie Special—Gunsmoke: To the Last Man 14.2/24	65. Days of Our Lives Special 10.5/18	83. America's Most Wanted 7.5/13
8:30	43. Step By Step 13.0/21			
9:00	56. Baby Talk 11.5/19		33. Soap Opera Awards 13.9/24	90. Hidden Video 4.9/8
9:30	66. Perfect Strngrs 10.4/17			93. Best of the Worst 4.2/7
10:00	21. 20/20 15.2/26	75. Hearts Are Wild* 8.7/15		
10:30				
SATURDAY	9.7/17	10.1/17	12.3/21	6.7/12
8:00	78. Who's the Boss? 8.0/14	63. CBS Saturday Movie—The Untouchables 10.7/18	30. Golden Girls 14.1/24	79. Cops 7.6/13
8:30	79. Growing Pains 7.6/13		52. Walter and Emily 11.9/20	75. Cops 2 8.7/15
9:00	63. ABC Wide World of Sports Special 10.7/19		27. Empty Nest 14.4/24	89. Paul Rodriguez: Behind Bars 5.2/9
9:30			43. Nurses 13.0/22	
10:00			69. Sisters 10.2/18	
10:30		85. All in the Family 7.3/13		
SUNDAY	11.1/17	20.8/32	11.8/18	8.7/13
7:00	77. Life Goes On 8.2/13	2. NFC Post-Game 25.1/41	91. Eerie, Indiana 4.8/8	86. True Colors 6.7/10
7:30		1. 60 Minutes 26.0/39	88. The Torkelsons 5.6/8	79. Parker Lewis 7.6/12
8:00	31. Am Fun Hme Vid 14.0/20		79. Hot Country Nights 7.6/11	35. In Living Color 13.5/20
8:30	20. Am Fun People 15.3/22	4. Murder, She Wrote 20.1/29		72. Roc 9.7/14
9:00	61. ABC Sunday Night Movie—Last Wish 10.8/17		10. NBC Sunday Night Movie—Tremors 17.1/26	49. Married w/Chldn 12.4/18
9:30		15. CBS Sunday Movie—Diagnosis of Murder 16.2/26		74. Herman's Head 9.3/14
10:00				87. Get a Life 6.1/10
10:30				92. Charlie Hoover 4.4/7
WEEK'S AVGS	12.7/20	14.2/23	12.9/21	8.4/13
SSN. TO DATE	12.1/20	13.4/22	12.5/21	7.8/12

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

clauses specifying that if there were cuts to be made, they would be made proportionally, so that both the syndicator and the station would share the burden of reduced advertising equally. In the meantime, stations are using their inventory that cannot be used for commercial matter for promotions and public service announcements.

One method that might solve the potential problem suggested by Kell and other general managers would have syndicators giving stations back time in the fourth quarter, when the children's market is at its strongest. Says Kell: "If I can pick up an extra 30-second spot in the fourth quarter, then turn it over to the syndicator in the first quarter, that spot is more beneficial [to the station] in the fourth quarter as opposed to the rest of the year."

Bigger risk for small syndicators

Those syndicators with strong children's programing may not have to give up much in the way of inventory to stations, while those with weaker programing could suffer. That could hurt smaller syndicators, who already are having trouble in a down economy.

Not all programing viewed primarily by children will be affected by the new regulations. Stations airing programs such as *The Flintstones* and *The Jetsons*, which originally aired in prime time for adult audiences, do not have to comply with the guidelines.

Turner Program Services recently announced it is launching *Kids News*, a non-animated show. It is, says John Walden, senior vice president, marketing and sales, TPS, "designed to fit the needs of stations to meet the FCC's new guidelines" requiring the commission to consider the extent to which holders of broadcast licenses have served children's "educational and informational needs" during license renewals.

Much of the impact these new regulations will have on the industry will come down to how the economy recovers this year. Demand for children's programing by advertisers has been on the rise over the last few years after a decline—at least for the networks—from 1985 to 1988. Now, with NBC getting out of the children's programing business and with the new regulations, syndicators are banking on the reduced amount of available inventory leading to higher unit costs and cost-per-thousand. Syndicators claim they passed the networks last year with total advertising revenue approaching $200 million, while the three networks and Fox accounted for roughly $180 million. Of that $180 million, NBC accounted for close to $40 million. ■

Changing Hands

KKCW(FM) Beaverton (Portland), Ore. □ Sold by Trumper Communications Inc. to Force II Inc. for $21 million. **Seller** is headed by Jeffrey Trumper, who also owns WLAP-AM-FM Lexington, Ky.; KQQL(FM) Minneapolis and WTDR(FM) Charlotte, N.C. **Buyer** is headed by Norman Feuer, who holds approximately 6.9% voting stock of Noble Broadcast Group, licensee of 8 AM's and 10 FM's. KKCW has soft rock format on 103.3 mhz with 100 kw and antenna 1,654 feet above average terrain. *Broker: Star Media Group Inc.*

KOPA(AM)-KSLX(FM) Scottsdale, Ariz. □ Sold by Cook Inlet Radio Partners Ltd. to Great American Television & Radio Co. Inc. for

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$2,330,000** □ **8**

FM's □ **$23,575,000** □ **6**

AM-FM's □ **$19,186,240** □ **9**

TV's □ **$0** □ **0**

Total □ **$45,091,240** □ **23**

1991 to Date:

AM's □ **$84,659,886** □ **274**

FM's □ **$247,586,223** □ **293**

AM-FM's □ **$362,015,641** □ **222**

TV's □ **$1,067,579,400** □ **83**

Total □ **$1,761,841,150** □ **872**

For 1990 total see Jan. 7, 1991 BROADCASTING.

CLOSED!

KSJX-AM/KSJO-FM, San Jose, CA from **Narragansett Broadcasting Company of California, Inc.,** to **BayCom Partners, L.P.,** Jack McSorley and Ed Canty, Principals.

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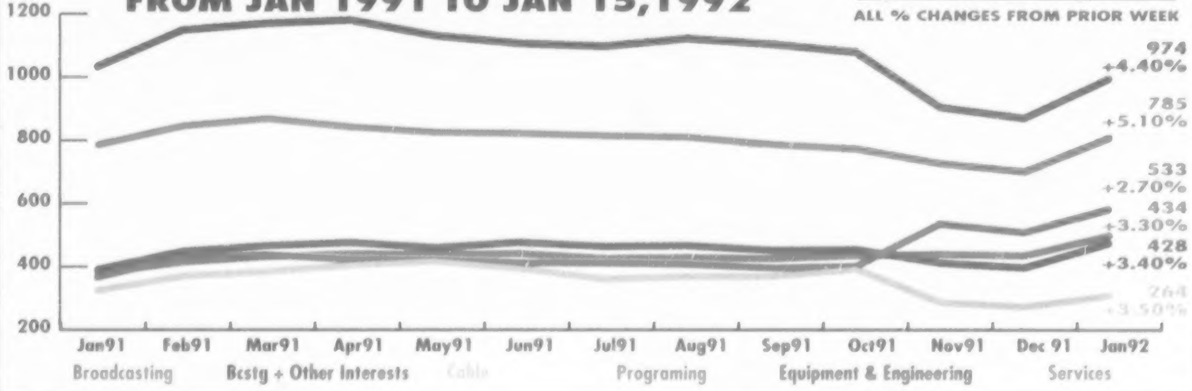
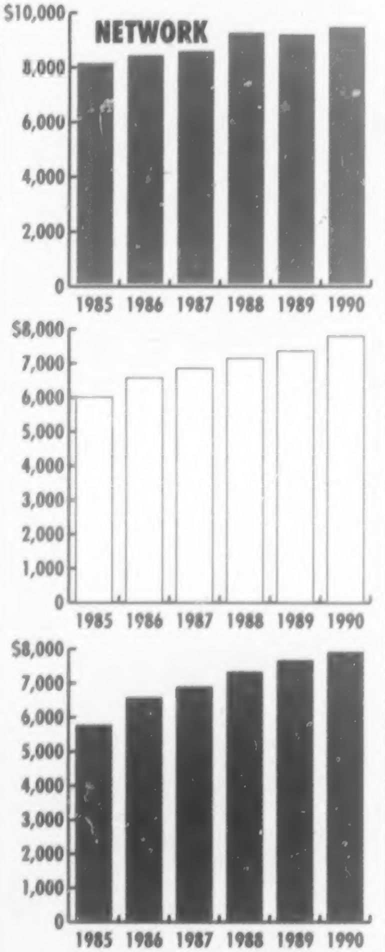
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM JAN 1991 TO JAN 15,1992



TELEVISION ADVERTISING VOLUME (IN MILLIONS)



Source: McCann-Erickson / Television Bureau of Advertising

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	**11,062**	**1,562**	**12,624**
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	**1,489**	**199**	**1,688**
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	**974**	**1016**	**1,990**
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

In Brief

Bravo, the cable network with a mix of basic and pay subscribers and no advertising, announced last week it **is pursuing corporate underwriting dollars** along the lines of public television. The switch, which comes as an increasing number of systems are offering Bravo as a basic service, did not immediately raise concerns among PBS executives. Bravo has already begun treading on public TV territory by striking a deal with long-time PBS partner Texaco to underwrite all of its performing-arts programing, about 25% of the network's total time. The agreement is for 200 hours of programing through July 1993. Texaco's annual performing-arts advertising budget is said to be $8 million to $10 million, with $200,000 to $300,000 of that now earmarked for Bravo.

Katz and Seltel have finished negotiations and are expected to close their merger deal in two weeks for close to $15 million (BROADCASTING, Jan. 13). Sources close to the deal said that while a few Katz clients are still "tepid" about the rep firm buying competitor Seltel, 95% of the clients approve. Said one observer: "There is always some breakage in a deal like this, but we are beyond the point of being worried about breakage. In six months everybody will forget this ever happened."

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 5. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.4/222/98
2. Jeopardy!	12.8/214/98
3. Oprah Winfrey Show	11.1/207/96
4. Star Trek	9.3/240/98
5. Entertainment Tonight	9.0/183/95
6. Cosby Show	8.7/205/97
7. Wheel Of Fortune (Wknd)	8.0/185/83
8. Current Affair	7.8/165/91
9. Donahue	7.3/223/97
10. Married...With Children	7.2/156/90
10. WKRP In Cincinnati	7.2/236/99
12. Inside Edition	6.9/125/87
13. Sally Jessy Raphael	6.2/206/97
14. Hard Copy	5.9/160/89
15. Warners Bros. Prem Ed II	5.5/115/91

Bids are due in next week for ABC affiliate, WOI-TV Des Moines. Owner Iowa State University retained Sandler Capital Management and the Ted Hepburn Co. to sell the station if the bids meet its expectation, which one source said is about $12 million. One market observer, who asked not to be identified, speculated that only a well-endowed company could meet the university's expectation. He said that WOI-TV had a cash flow last year of $650,000 on revenue of $6 million-$7 million. Therefore, he suggested the amount of bank and other debt financing would probably not cover even half of $12 million. Any buyer will also have to find a new studio, although not immediately, since the current facility is owned by the university.

The Walt Disney Co. is acquiring 50% of the CBS-MTM Studios lot as part of the $27 million cash transaction agreement with MTM's London-based parent company, TVS Entertainment. A high-ranking executive at MTM said most of the Disney proceeds would be used to reduce MTM's debt load, but may also go into funding further network and syndication development projects. The purchase is subject to the final consent of the other principal owner, CBS, and various creditors of MTM.

New Line Television Distribution will be placing *Cabin Fever Country* into syndication next season, in step with the recent flurry of country music-oriented network and syndicated series that began when NBC's *Hot Country Nights* started scoring strong numbers on Friday nights. Next were the weekly syndicated 1992-93 launches of *America's New Country* (distributed by Manhattan Sierra), *Countryline USA* (Carolco

LIEBERTHAL LEAVING COLUMBIA

Gary Lieberthal has exercised an out clause in his contract with Sony Pictures Entertainment and will retire as chairman of Columbia Pictures Entertainment at the end of February, coinciding with the end of the company's fiscal year.

Last week's announcement ended months of speculation, denied by Lieberthal at the time, that he was leaving the company. "At the time, it was the right response," said Lieberthal, 46, who said he did not make a decision to leave until the end of the year. "I've done what I set out to do," he added.

Since joining the company in 1985, when Coca-Cola Co. bought Columbia, CPT has generated $700 million in operating profit, said Lieberthal, who added that CPT was the most profitable division of Columbia in five of the six years that he was at the helm. During that time, the company has produced more than 4,000 episodes of television series and sold two of the three highest revenue-generating sitcoms in syndication—*Who's the Boss?* and *Married...with Children.*

Lieberthal will remain on the board of Sony Pictures Entertainment and will relocate with his family to Charlottesville, Va., where he owns a farm (originally built by Thomas Walker, legal guardian of Thomas Jefferson). He will serve as adviser to SPE, primarily on governmental affairs. —SM

Jan. 21, 1992 Not Filmed

C1850-14

JAN 27

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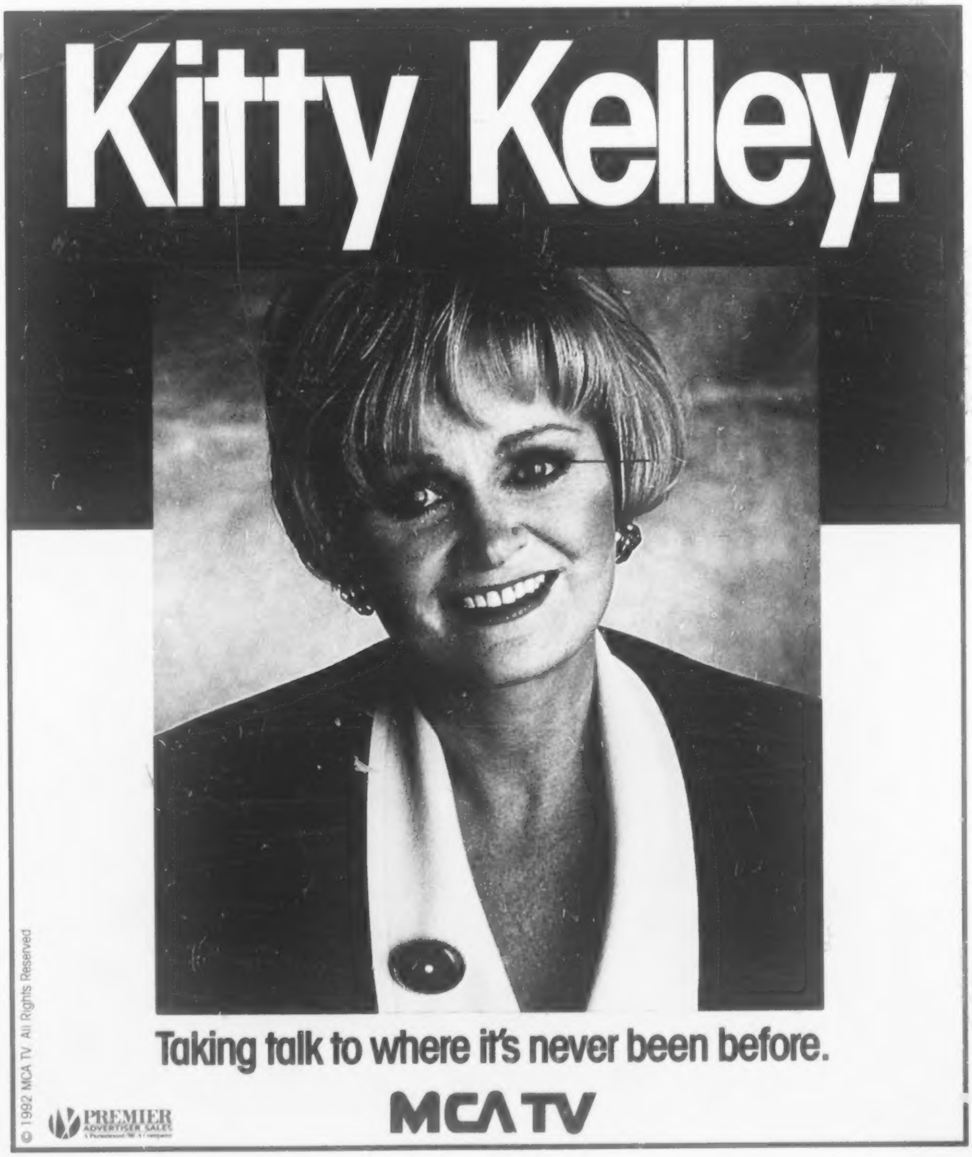
FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ S.12 OPPONENTS UNVEIL THEIR PLAN / 15

❑ BROADCASTERS HOPE FOR RELIEF FROM HLT PHASE-OUT / 16

❑ SHOULD FCC LICENSES BE USED AS COLLATERAL? / 38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NATPE '92: UPBEAT
N DOWN TIMES

there was a lot of renewal activity at the show. Of the first-year talk shows, *The Maury Povich Show* was in the best shape, renewed in about 75% of the country.

Jenny Jones was a question mark, with renewals totaling about 41% of the country as of last Thursday, but Scott Carlin, Warner Bros. Domestic Television Distribution senior vice president, said he remained "confident" the show would be renewed.

King World Chairman Roger King insisted last week that *Candid Camera* would be back for a second year. But according to some reps, the show has had some serious clearance setbacks, largely the result of inroads by Carsey-Werner's new *You Bet Your Life* with Bill Cosby, now in more than 70% of the country.

If any trend was evident at this year's show, it was that syndicators are coming up with increasingly creative terms to make deals work financially in a market where cash is in short supply.

Perhaps the most interesting example was word last week that Buena Vista Television was trying to persuade two stations in several major markets to acquire and cross-promote *Empty Nest*.

According to BVT President Robert Jacquemin, the company has pitched the show to WCBS-TV New York for early fringe play and hopes to do a simultaneous deal with an independent station in the market for an access play.

"A single station was not willing to pay what we wanted, and we asked them if they would entertain playing it at the same time," said Jacquemin. He said audience research shows the duplication of audience for the show in the different dayparts would be an estimated 13% or 14%.

The stations would also be required to cross-promote the show, which Jacquemin said would be akin to the way cable services cross-promote each other.

In Los Angeles, the show will play on Disney-owned KCAL(TV) and BVT has the option to sell it to an affiliate in the market as well. "This is not for everyone," said Jacquemin, "but the economics are such that we have to come up with creative ways of doing business to meet our requirements and the needs of the stations."

And increasingly, syndicators are asking for station input into the way

This Week

BIG DEALS AT NATPE / 4

Syndicators at NATPE were pleasantly surprised by the amount of traffic and the number of buys made by stations. The biggest deal was the acquisition by NBC-owned stations of three Multimedia talk shows.

S.12 DEBATE UNDER WAY / 15

Unmoved by a "bipartisan" substitute backed by the White House, supporters of cable reregulation bill S.12 take their legislation to the Senate floor this week. A vote is expected Wednesday, and passage appears likely.

DILLER'S DIRE WARNING / 21

At NATPE, Fox Chairman Barry Diller repeated his call for outright repeal of the compulsory copyright license, warning that broadcasters will go out of business without a revenue stream from cable.

INTERACTIVE ACTION / 30

Peter Barton, president and CEO of Liberty Media, and two Japanese companies are looking for partners for an interactive video venture. Watch and Win's technology would enable programing services, such as Prime Network and the Video Jukebox Network, to enter the interactive arena.

OES: PROMISING RESULTS / 32

Optimum effective scheduling, which concentrates a high volume of spots in a short time to achieve effective frequency, is finding growing industry-wide enthusiasm. The number of spots required often surprises buyers, but stations say the method guarantees results.

Diller: broadcasters need repeal of compulsory license (p.21)

BUYING INTO BUYERGRAPHICS / 35

Arbitron's five-year-old ScanAmerica is going to Kansas City—its fifth site—but stations with access to the peoplemeter/product purchase research tool are using it more for traditional ratings than for its BuyerGraphics consumer-buying data.

LICENSE TO BORROW / 38

Conflicting signals from bankruptcy courts on use of FCC radio and TV licenses as collateral are increasing pressure on the commission to come up with a definitive rule. Mixed feelings at the FCC, however, are blocking a consensus.

TV-COMPUTER CONVERGENCE / 41

TV and computer experts, gathering at SMPTE in February, will present papers on the digital convergence of broadcast, cable, telephone and computers. Organizers call the conference "real progress" toward a meeting of computer needs and minds.

NEW ADDRESS IN NEW YORK

Effective Friday, Jan. 31, BROADCASTING'S New York office will move to 475 Park Avenue South, New York 10016. Phone number is (212) 340-9860; fax: (212) 340-9869.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week Jan13-19

	ABC	CBS	NBC	FOX
MONDAY	**12.5/19**	**16.9/27**	**14.0/22**	**5.0/8**
8:00	61. FBI: Untold Stories 11.4/18	21. Evening Shade 15.5/24	16. Fresh Prince 16.1/25	92. Fox Night at the Movies—The January Man 5.0/8
8:30	54. American Det. 12.2/18	12. Major Dad 17.0/26	34. Blossom 13.7/21	
9:00	42. ABC Monday Night Movie—Robocop 12.9/20	4. Murphy Brown 19.1/29	36. NBC Monday Night Movie—Maid For Each Other 13.6/21	
9:30		12. Designg Wmn 17.0/26		
10:00		15. Northern Exposure 16.4/27		
10:30				
TUESDAY	**16.2/25**	**13.5/21**	**12.2/19**	**NO PROGRAMING**
8:00	7. Full House 18.3/27	24. Rescue: 911 14.8/22	26. In the Heat of the Night 14.1/21	
8:30	6. Home Improvmt 18.7/27			
9:00	2. Roseanne 20.1/30	43. CBS Tuesday Night Movie—Breaking the Silence 12.8/20	55. Law and Order 12.0/18	
9:30	8. Coach 18.0/27			
10:00	63. Homefront 10.9/19		66. Today at 40 10.5/18	
10:30				
WEDNESDAY	**10.9/17**	**12.6/20**	**14.6/24**	**NO PROGRAMING**
8:00	58. Dinosaurs 11.8/18	65. Davis Rules 10.7/17	3. Unsolved Mysteries 19.3/30	
8:30	37. Wonder Years 13.2/20	76. Brooklyn Bridge 9.2/14		
9:00	50. Doogie Howser 12.3/19	34. Jake and the Fatman 13.7/21	41. Seinfeld 13.0/20	
9:30	71. Anything B/Love 9.9/15		50. Night Court 12.3/19	
10:00	77. Civil Wars 9.1/16	30. 48 Hours 14.0/24	57. Quantum Leap 11.9/21	
10:30				
THURSDAY	**13.5/21**	**12.2/19**	**15.8/24**	**9.9/15**
8:00	39. Columbo 13.1/20	45. Top Cops 12.7/19	21. Cosby 15.5/24	50. Simpsons 12.3/19
8:30			20. A Diffrnt World 15.7/24	81. Drexell's Class 8.6/13
9:00		60. Street Stories 11.5/17	10. Cheers 17.2/25	75. Beverly Hills 90210 9.3/14
9:30			19. Wings 15.8/23	
10:00	27. Primetime Live 14.3/23	50. Knots Landing 12.3/20	23. L.A. Law 15.4/25	
10:30				
FRIDAY	**13.4/22**	**10.8/18**	**14.2/24**	**5.0/8**
8:00	37. Family Matters 13.2/22	69. Michael Jackson Special 10.3/17	24. Matlock 14.8/25	88. America's Most Wanted 6.6/11
8:30	47. Step By Step 12.5/20			
9:00	62. Baby Talk 11.2/18	39. Tequila and Bonetti* 13.1/21	9. This is Garth Brooks 17.3/28	96. Hidden Video 3.6/6
9:30	70. Perfect Strngrs 10.2/17			97. Best of the Worst 3.0/5
10:00	14. 20/20 16.5/29	77. Hearts Are Wild 9.1/16	68. Reasonable Doubts 10.4/18	
10:30				
SATURDAY	**8.3/15**	**8.4/15**	**12.8/23**	**7.0/12**
8:00	84. Who's the Boss? 7.7/14	79. CBS Saturday Movie—Fatal Attraction 8.8/16	46. Golden Girls 12.6/22	79. Cops 8.8/16
8:30	85. Growing Pains 7.1/13		48. Empty Nest 12.4/22	74. Cops 2 9.6/17
9:00	86. Young Riders 7.0/12		16. Empty Nest 16.1/28	95. Two Fisted Tales 4.7/8
9:30			31. Nurses 13.9/25	
10:00	66. The Commish 10.5/19		64. Sisters 10.8/20	
10:30		88. All in the Family 6.6/12		
SUNDAY	**12.6/20**	**18.7/29**	**9.9/16**	**8.6/13**
7:00	82. Life Goes On 8.2/13	1. 60 Minutes 23.8/39	87. B Hope Golf Classic 6.7/12	87. True Colors 6.7/11
7:30			94. The Torkelsons 4.8/8	88. Parker Lewis 6.6/11
8:00	26. Am Fun Hme Vid 14.5/22	4. Murder, She Wrote 19.1/29	83. Hot Country Nights 8.1/12	59. In Living Color 11.7/18
8:30	33. Am Fun People 13.8/21			71. Roc 9.9/15
9:00	28. ABC Sunday Night Movie—She Woke Up 14.1/22	18. CBS Sunday Movie—Against Her Will 16.0/25	43. NBC Sunday Night Movie—Drug Wars: The Cocaine Cartel Pt. 1 12.8/20	48. Married w/Childn 12.4/19
9:30				73. Herman's Head 9.8/15
10:00				91. Get a Life 6.5/10
10:30				93. Charlie Hoover 4.9/8
WEEK'S AVGS	12.5/20	13.5/22	13.2/21	7.3/12
SSN. TO DATE	12.1/20	13.4/22	12.5/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

cause of the data. Clients have varying degrees of sophistication and acceptance of the information. But we can say to Arby's, 'You ought to be advertising to your customers, and here's where they are.' "

According to station executives and advertisers, several factors explain the limited use of BuyerGraphics in Denver and other markets. Since its debut in 1987, Arbitron has not been able to erase doubts about the accuracy of the BuyerGraphics information itself. Many advertisers believe that asking participants to scan their packaged goods is asking too much, and thus producing skewed data.

Debbie Jordan, vice president for media at Karsh & Hagan, Denver's largest ad agency, says she puts more faith in local market information from Scarborough and Media Audit than from BuyerGraphics.

"We're referred to BuyerGraphics just a handful of times since it came out," she said. "We just don't have faith in it."

Yet another explanation is the recession. "The way the economy is, people have kind of thrown all of that stuff out the window, and all they want to do is buy cheap," says Mark Cornetta, local sales manager at KUSA-TV Denver, which does not receive ScanAmerica. "They're opting for more frequency. People are just trying to survive and to get the lowest cost per thousand and just protect themselves." ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KZRC(AM)-KXYQ(FM) Milwaukie-Salem (Portland), Ore. ☐ Sold by Daytona Group of Oregon Inc. to KXYQ Broadcasting Co. for $1.3 million. **Seller** is headed by Norman S. Drubner, who also owns KGRX(FM) Phoenix, and recently sold KZRQ(AM)-KIVA-FM Albuquerque, N.M. ("Changing Hands," Dec. 23, 1991). **Buyer**'s principals include Edward S. Leffler and members of rock band Van Halen. KZRC has Z-Rock format on 1010 khz with 4.5 kw day and 500 w night. KXYQ has top 40 format on 105.1 mhz with 100 kw and antenna 1,839 feet above average terrain. *Broker: Media Venture Partners.*

KSSS(AM)-KVUU(FM) Colorado Springs ☐ Sold by Radio Ventures Inc. to Dick Broadcasting Co. for $1.275 million. **Seller** is headed by Larry Lakoduk and is licensee of KICT-FM Wichita, Kan. **Buyer** is headed by James A. Dick Jr. and is licensee of WIVK-AM-FM Knoxville, Tenn.; WKDA(AM)-WKDF(FM) Nashville; WKRR(FM) Greensboro-Winston-Salem, N.C., and WVOK(AM)-WZRR(FM) Birmingham, Ala. KSSS has C&W format on 740 khz with 3.6 kw day and 1.6 kw night. KVUU has AC format on 99.9 mhz with 68 kw and antenna 2,200 feet above average terrain. *Broker: Media Venture Partners.*

KKUS(FM) San Luis Obispo, Calif. ☐ Sold by Cabrillo Communciations Inc. to Westcoast Broadcasting Inc. for $800,000 on terms. **Seller** is headed by Richard Mason and has no other broadcast interests. **Buyer** is headed by Larry Woods, who also owns KJUG-AM-FM Tulare, Calif. KKUS has AC format on 98.1 mhz with 3.6 kw and antenna 1,624 feet above average terrain. *Broker: William A. Exline Inc.*

KASM-AM-FM Albany, Minn. ☐ AM station and FM CP sold by Stearns County Broadcasting Inc. to KASM of Minnesota Inc. for $750,000. **Seller** is headed by Barbara Gretsch and has no other broadcast interests. **Buyer** is headed by Robert E. Ingstad and is 100% shareholder of licensee of KGFX-AM-FM Pierre, S.D.; general partner of licensee of KBUF(AM)-KKJQ(FM) Holcomb-Garden City, Kan.; 80% shareholder of licensee of KKOA(AM)-KKPR(FM) Kearney, Neb.; 100% shareholder of licensee of KDHL(AM)-KQCL(FM) Faribault, Minn., and applicant for new class C2 FM at Faribault. KASM(AM) has farm, C&W format on 1150 khz with 2.5 kw day and 23 w night. KASM-FM is allocated to 105.5 mhz with 3 kw and antenna 100 feet above average terrain. *Broker: Johnson Communication Properties Inc.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's ☐ **$685,305** ☐ **1**
FM's ☐ **$1,390,000** ☐ **3**
AM-FM's ☐ **$4,610,000** ☐ **6**
TV's ☐ **$0** ☐ **0**
Total ☐ **$6,685,305** ☐ **10**

1991 to Date:

AM's ☐ **$85,345,191** ☐ **275**
FM's ☐ **$248,976,223** ☐ **296**
AM-FM's ☐ **$366,625,641** ☐ **228**
TV's ☐ **$1,067,579,400** ☐ **83**
Total ☐ **$1,768,526,455** ☐ **882**

For 1990 total see Jan. 7, 1991 Broadcasting.

WQBN(AM) Temple Terrace, Fla. (Tampa-St. Petersburg) ☐ Sold by WTYM Radio Inc. to Hispanic Broadcasting Systems Inc. for assumption of $685,305 debt. **Seller** is owned by Frank S. DeTillio, Jacob M. Buchman and estate of George W. Harvey Jr. and has no other broadcast interests. **Buyer** is headed by Ignacio A. Baez and has no other broadcast interests. WQBN has Spanish format on 1300 khz with 5 kw day and 1 kw night.

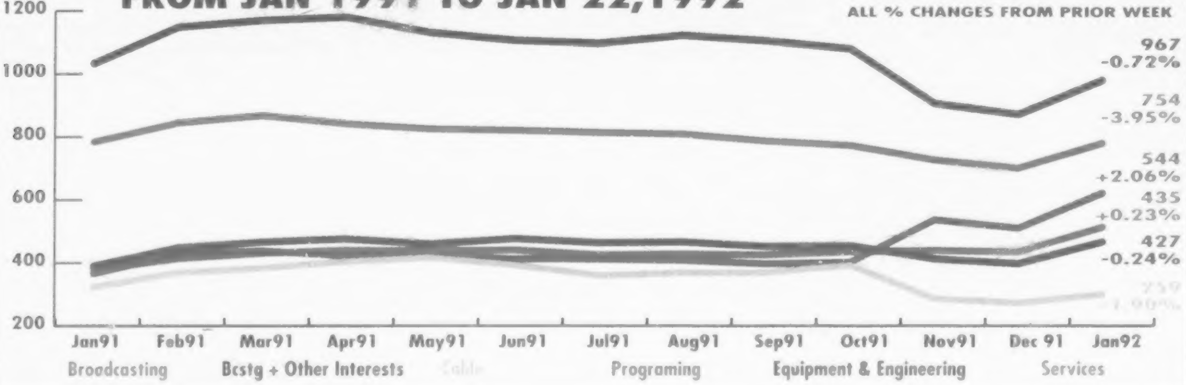
WCMP-AM-FM Pine City, Minn. ☐ Sold by WCMP Broadcasting Co. Inc. to Pine City Broadcasting Co. for $650,000. **Seller** is headed by Gerald H. Robbins and has no other broadcast interests. **Buyer** is headed by Patricia McNulty; along with Vice President Kenneth Buehler, each is 50% stockholder of WDSM(AM)-KZIO(FM) Superior, Wis. WCMP has news, oldies format on 1350 khz with 1 kw day. WCMP-FM has contemporary country format on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

Broadcasting's ◼ By The Numbers

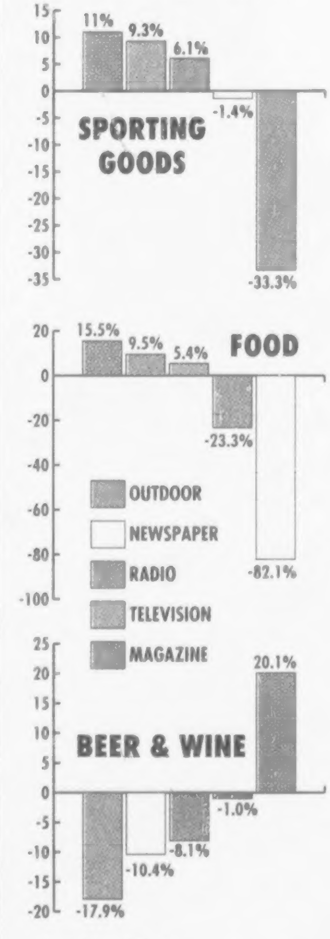
STOCK MARKET PERFORMANCE AVERAGES FROM JAN 1991 TO JAN 22,1992

NASDAQ: 620.68 (-1.61%)
S&P Ind.: 496.18 (-0.62%)

ALL % CHANGES FROM PRIOR WEEK



PERCENT CHANGES IN AD EXPENDITURES 1989 VS. 1988



Source: Interep Radio Store

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	**11,062**	**1,562**	**12,624**
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	**1,489**	**199**	**1,688**
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	**974**	**1016**	**1,990**
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

Last-minute clearance news from the NATPE floor: *Family Matters* (70%-plus coverage); *Coach* (68%); *In the Heat of the Night* (62%); Claster's new *Stunt Dawgs* (68%) and *Conan* (63%); *Why Didn't I Think of That?* (45%); Fox cleared *Doogie Howser* on WPIX-TV New York and KTLA-TV Los Angeles and will roll the show out market-by-market starting this week; Multimedia Entertainment's *Rush Limbaugh* (60 markets); Genesis Entertainment's *The Whoopi Goldberg Show* (55 markets, 63%). Goodman Entertainment's *Parole Board* is a firm go after being sold in 11 markets (35%).

Katz Television is considering repping cable systems in El Paso, Tex., and Syracuse, N.Y., in addition to its client TV stations in each of those markets. Katz last month pioneered such dual representation in Wichita, where it reps both SJL Broadcast Management's KSNW-TV and Multimedia Cablevision's Wichita system in a joint selling arrangement. At SJL Broadcast's Syracuse property, WSTM-TV, President-GM Ronald Philips cautions that talks are in the early stages, and he's not yet convinced a joint selling deal makes sense. But in El Paso, KVIA-TV GM John Rhinehart says he's bullish on the idea.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 12. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	15.2/223/98
2.	Jeopardy!	13.3/215/98
3.	Oprah Winfrey Show	11.8/221/99
4.	Star Trek	10.3/242/98
5.	Entertainment Tonight	9.5/184/95
6.	Current Affair	8.9/171/93
6.	Wheel Of Fortune (Wknd)	8.9/181/82
8.	Cosby Show	8.4/206/96
9.	Married...With Children	7.8/172/95
10.	Donahue	7.3/225/99
11.	Inside Edition	7.0/126/86
12.	WKRP in Cincinnati	6.5/234/99
13.	Hard Copy	6.1/172/92
14.	Turner Pictures I	5.7/199/97
14.	Sally Jessy Raphael	5.6/206/97

Laurence Tisch, who through Loews Corp. owns 25% of CBS (of which he is also chairman), is reported to be making a bid to take control of Macy's. Tisch is a director of the debt-burdened retailer, as is CBS board member Henry Kissinger.

The **merger between Sheridan Broadcasting Networks and National Black Network** (BROADCASTING, Nov. 4, 1991) is complete. The new company—with 600 affiliates—has been named the American Urban Radio Network. The co-presidents are Jack Bryant, formerly NBN president, and E.J. (Jay) Williams, formerly SBN president. AURN consists of five divisions: American Urban Radio Network, STRZ Entertainment Network, SBN Sports Network, Urban Public Affairs Network and SPM Urban Network.

ABC sportscaster **Howard Cosell** announced he will retire at the end of January. Since leaving TV in 1985 after ABC canceled his weekly program, *SportsBeat*, the 40-year broadcasting veteran has been a commentator on ABC Radio Network.

NATPE International, at the closing of its 1992 program conference, elected **Pat Patton as incoming chairman.** Patton, program director of KMBC-TV Kansas City, will be responsible for the 1993 conference in San Francisco. Lou Gattozzi, operations director at WJW-TV Cleveland, was elected vice chairman-treasurer; Russ Myerson, director of programing, Media General Broadcasting, steps in as second vice chairman-secretary; Steve Goldman, president of Paramount Televi-

HDTV FUNDRAISERS

MSTV, NAB and INTV joined forces at NATPE to raise $1.6 million to cover additional advanced TV systems testing costs (above the $15 million already raised) associated with digital systems proposed by three proponents. Kicking off the campaign were (l-r): James Dowdle, president of Tribune Broadcasting Co. and co-chair of the newly formed Committee for Advanced Television Testing (with A.H. Belo Corp. Broadcasting Group President Ward Huey, not pictured); FCC Chairman Alfred Sikes, and Richard Wiley, former FCC chairman and current head of the Advisory Committee for Advanced Television Service.

FEB 3

Broadcasting

®

61st YEAR FIRST IN TELEVISION CABLE RADIO SATELLITE 1992 ☐ $2.95

C1820-14

❑ HOW BAD IT IS IN RADIO: 1992 / 4

❑ FEBRUARY SWEEPS: OLYMPICS COULD MAKE OR BREAK CBS LEAD / 18

❑ FCC MOVES TO IMPLEMENT 90-DAY REGULATORY MORATORIUM / 33

A FIRM GO!

THE BIGGEST SURPRISE OF NATPE '92
IS SET TO BECOME A LATE NIGHT
STRIP HIT STARTING
MARCH 30, 1992.

NIGHTTALK WITH
JANE WHITNEY
THE NEXT LATE NIGHT
TALK FRANCHISE

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S. 12
CLIFFHANGER

Hill may move to allow license depreciation

Rostenkowski seen likely to alter plan for franchise treatment

By Geoffrey Foisie

Broadcasters may be given a break on depreciating for tax purposes the value of their FCC licenses. J. Michael Hines, a partner with Dow Lohnes & Albertson, told BROADCASTING last week there is now a 60-70% chance that Representative Dan Rostenkowski (D-Ill.), chairman of the House Ways and Means Committee, will change a bill he introduced last summer (BROADCASTING, Aug. 5, 1991) that, as currently worded, specifically excludes from depreciable assets government-bestowed franchises that are "indefinite in duration."

Tax counsel for a number of other major communications companies said they were also optimistic, but thought it was too early to predict a change. Such an alteration in the legislation would be money in the bank for broadcasters, since FCC licenses are a significant portion of a station's acquisition price. The depreciation of that portion would increase taxable expense, thereby reducing the amount of taxable income and, thus, taxes eventually paid.

A mark-up of the Rostenkowski bill is not expected until March. The legislation as currently written is said to have the support of the Internal Revenue Service and the Bush administration.

Many broadcasters, and the NAB itself, were still concentrating on getting the legislation's depreciation period, currently set at 14 years, reduced for programing contracts, which typically run only four or five years. One group owner suggested that broadcasters could avoid the lengthened depreciation period by selling their contracts back to the syndicator for a nominal sum at the end of their run and taking a write-down on the sale. Others suggested the strategy may

This Week

CBS hopes Winter Olympics firm up ratings lead (p.18).

SENATE PASSES S.12 / 4

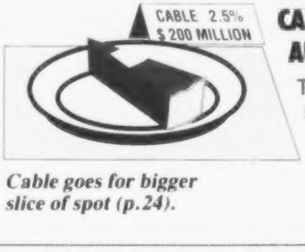
By a 73-18 vote, the Senate last Friday passed the S.12 cable reregulation bill. The legislation now moves to the House, where a bill is expected to be marked up in six to eight weeks.

SWEEPS STAKES / 18

CBS hopes February-sweeps Winter Olympic coverage will bolster its one-point-plus season-to-date lead, but the competition plans some aggressive counterprograming: ABC and NBC have miniseries and theatricals, and Fox is staging a week-long *Fox Summer Games*.

INTERCONNECT HOPES / 24

Hoping to grab a larger slice of the spot advertising market, New York cable operators are forming an interconnect service for ad buys. Able to sell the entire DMA, the interconnect bills itself as New York's seventh station.



Cable goes for bigger slice of spot (p.24).

TELCO-CABLE CONDO / 26

U.S. West's Richard McCormick urges a "condominium" approach to broadband fiber networks: telcos and cable operators would share the facilities, but each would control its own sheath of fibers. TCI is a potential partner.

FOOTBALL SCORES FOR RADIO / 29

A comparison of fall and summer '91 Arbitrons shows that 24 of 29 NFL flagship stations picked up listeners when the season got under way. The biggest winner was WWL(AM) New Orleans.

FCC'S MOVING DRAMA / 32

Overruling the recommendation of his staff, GSA Administrator Richard Austin has tentatively selected the Portals, a new office building tucked away in Southwest Washington, as the new FCC site. Commission Chairman Alfred Sikes responded in a letter that he would rather stay put than switch.

CAPTIVE CRISIS AUDIENCE / 38

The Network Television Association has sent a video to advertisers extolling the benefits of commercial buys during unscheduled news coverage. Audiences are "very sophisticated," the NTA says, citing polling data to show that viewers consider advertising support of news coverage a public service.

VIDEO-COMPUTER CONUNDRUM / 40

Engineers meeting for the SMPTE imaging conference this week will air their opinions on the issue of universal standards for video and computers. A limited survey of participants suggests the twain are years from meeting.

NEW ADDRESS IN NEW YORK

On Friday, Jan. 31, BROADCASTING's New York office moved to 475 Park Ave. South, New York 10016. The phone number is (212) 340-9860; fax is (212) 340-9869.

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Broadcasting's Ratings Week Jan20-26

	ABC	CBS	NBC	FOX
MONDAY	15.3/23	17.4/26	13.5/20	NO PROGRAMING
8:00	46. FBI: Untold Stories 11.9/18	14. Evening Shade 16.7/25	19. Fresh Prince 14.9/23	
8:30	37. American Det. 12.8/19	8. Major Dad 18.6/28	30. Blossom 13.2/20	
9:00	12. ABC Monday Night Movie—Bed of Lies 16.8/25	6. Murphy Brown 19.6/28	30. NBC Monday Night Movie—Drug Wars: Cocaine Cartel Pt. 2 13.2/20	
9:30		10. Designg Wmn 17.6/26		
10:00		16. Northern Exposure 16.0/25		
10:30				
TUESDAY	16.3/25	12.3/19	12.4/19	NO PROGRAMING
8:00	11. Full House 17.4/26	42. CBS Tuesday Night Movie—Born on the Fourth of July 12.3/19	23. In the Heat of the Night 14.1/21	
8:30	7. Home Improvmt 19.4/28			
9:00	4. Roseanne 20.9/31		44. Law and Order 12.0/18	
9:30	9. Coach 17.9/27			
10:00	54. Civil Wars 11.2/19		56. Super Bloopers & Jokes 11.0/19	
10:30				
WEDNESDAY	9.6/15	11.8/19	13.0/21	NO PROGRAMING
8:00	58. Dinosaurs 10.8/17	65. Davis Rules 9.8/15	17. Unsolved Mysteries 15.7/24	
8:30	58. Wonder Years 10.8/17	69. Brooklyn Bridge 9.2/14		
9:00	50. Doogie Howser 11.5/17	40. Jake and the Fatman 12.7/19	53. Seinfeld 11.3/17	
9:30	70. Anything B/Love 8.9/14		48. Night Court 11.7/18	
10:00	74. Civil Wars 7.7/13	30. 48 Hours 13.2/23	48. Quantum Leap 11.7/19	
10:30				
THURSDAY	11.9/19	12.7/20	13.3/21	11.7/18
8:00	54. Columbo 11.2/17	36. Top Cops 12.9/20	21. Cosby 14.2/22	26. Simpsons 13.5/21
8:30			18. A Diffrnt World 15.5/24	66. Drexell's Class 9.6/15
9:00		37. Street Stories 12.8/19	15. Cheers 16.1/24	47. Beverly Hills 90210 11.8/18
9:30			24. Wings 13.9/21	
10:00	28. Primetime Live 13.4/23	41. Knots Landing 12.5/21	63. L.A. Law 10.0/17	
10:30				
FRIDAY	13.3/23	9.7/17	12.3/21	5.2/9
8:00	21. Family Matters 14.2/25	67. Rescue 911 9.5/16	37. Matlock 12.8/22	82. America's Most Wanted 6.5/11
8:30	34. Step By Step 13.1/22			
9:00	35. Baby Talk 13.0/22	58. Tequila and Bonetti 10.8/18	43. NBC Movie of the Week—In Broad Daylight 12.1/21	88. Hidden Video 4.3/7
9:30	44. Perfect Strngrs 12.0/21			92. Best of the Worst 3.3/6
10:00	25. 20/20 13.7/25	72. Hearts Are Wild 8.7/16		
10:30				
SATURDAY	8.1/15	8.7/15	12.6/22	8.4/14
8:00	77. Who's the Boss? 7.4/13	68. CBS Saturday Movie—Fatal Attraction 9.3/16	30. Golden Girls 13.2/23	73. Cops 8.3/14
8:30	79. Growing Pains 7.3/13		51. Walter and Emily 11.4/20	64. Cops 2 9.9/17
9:00	81. Young Riders 6.8/12		20. Empty Nest 14.7/25	74. UFO Report: Sightings 7.7/13
9:30			26. Nurses 13.5/23	
10:00	62. The Commish 10.1/19		51. Sisters 11.4/21	
10:30		84. All in the Family 5.8/11		
SUNDAY	8.6/13	36.6/55	9.4/15	6.1/9
7:00	83. Life Goes On 5.9/9	1. Superbowl XXVI—Washington Redskins vs. Buffalo Bills 40.3/61	87. Eerie, Indiana 4.4/7	90. True Colors 3.7/6
7:30			86. The Torkelsons 4.6/7	89. Hidden Video 4.1/6
8:00	71. Am Fun Hme Vid 8.8/13		56. NBC Sunday Night Movie—Danielle Steel's "Fine Things" 11.0/17	28. ILC Halftime Pty 13.4/20
8:30	76. Am Fun People 7.5/11			80. In Living Color 7.1/10
9:00	61. ABC Sunday Night Movie—Romancing the Stone 10.5/17			77. Married w/Childn 7.4/11
9:30				85. Herman's Head 5.1/8
10:00		3. Post Game Show 27.9/43		91. Get a Life 3.6/6
10:30		4. 60 Minutes 20.9/34		93. Charlie Hoover 3.0/5
WEEK'S AVGS	11.7/19	16.6/26	12.2/20	7.5/13
SSN. TO DATE	12.1/20	13.6/22	12.5/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting

Radio

STATIONS WIN EXTRA POINTS WITH FOOTBALL

24 of 29 NFL flagships increased their shares from summer to fall, Arbitron shows

By Reed E. Bunzel

When the final numbers are chalked up on the 1991-92 football season, the tally will show the big winners were not just the Washington Redskins: pro games helped boost most of the 29 stations offering play-by-play in the 26 NFL markets.

Allowing for programing, demographic and methodological variables in the final book, NFL play-by-play was a valuable commodity to stations looking to increase their audiences through sports broadcasts. In a simple analysis of the fall '91 Arbitron numbers vs. summer '91, 24 of 29 radio stations serving as "flagships" for their markets' respective NFL teams increased their shares, while five went down. On average, those that picked up listeners—not necessarily, of course, because of NFL broadcasts alone—increased an average 1.2 points, while those that went down dipped an average 0.6.

The stations that realized the greatest ratings increases were WWL(AM) New Orleans (3.3), KOA(AM) Denver (2.7), WGR(AM) Buffalo (2.2), WBZ(AM) Boston (2.0) and WHK(AM)-WMMS(FM) Cleveland (1.9). Biggest losers were KIRO(AM) Seattle (-1.4), WNEW(AM) New York (-0.6), WCBS(AM) New York (-0.5) and KVIL-AM-FM and WTAE(AM)-WVTY(FM) Pittsburgh (-0.3).

Arbitron numbers for all stations are for persons 12-plus, Monday-Sunday, 6:00 a.m.-midnight; numbers for other demographics and dayparts were not available. Stations included in this analysis are those listed in the August 13, 1991, BROADCASTING, except for WGR(AM) Buffalo, which was omitted as the Bills' flagship station. Not included in the analysis were stations carrying CBS Radio Networks' *Monday Night Football* broadcasts. ■

STATIONS MAKE BOOK ON NFL PLAY-BY-PLAY

NFL Team	Flagship	Summer '91	Fall '91	Change	Team's W/L Pct.
Washington Redskins	WMAL(AM)	3.6	5.1	+1.5	.875
Buffalo Bills	WGR(AM)	3.9	6.1	+2.2	.812
Denver Broncos	KOA(AM)	7.0	9.7	+2.7	.750
Detroit Lions	WWJ(AM)	4.4	6.3	+1.9	.750
Chicago Bears	WGN(AM)	8.4	8.5	+0.1	.687
Dallas Cowboys	KVIL-AM-FM*	5.6	5.3	-0.3	.687
Houston Oilers	KTRH(AM)	4.7	5.3	+0.6	.687
New Orleans Saints	WWL(AM)	8.1	11.4	+3.3	.687
Atlanta Falcons	WSB(AM)	7.2	8.5	+1.3	.625
Kansas City Chiefs	KCFX(FM)	4.8	5.0	+0.2	.625
Philadelphia Eagles	WIP(AM)	2.7	4.0	+1.3	.625
San Francisco 49ers	KGO(AM)	8.0	8.4	+0.4	.625
Los Angeles Raiders	KFI(AM)	2.1	2.7	+0.6	.562
Miami Dolphins	WIOD(AM)	4.9	5.7	+0.8	.500
	WQBA(AM)**	2.5	4.1	+1.6	.500
Minnesota Vikings	KEEY-FM	9.3	10.8	+1.5	.500
New York Giants	WNEW(AM)	2.5	1.9	-0.6	.500
New York Jets	WCBS(AM)	3.5	3.0	-0.5	.500
Pittsburgh Steelers	WTAE-AM/WVTY-FM*	9.5	9.2	-0.3	.437
Seattle Seahawks	KIRO(AM)	10.6	9.2	-1.4	.437
Cleveland Browns	WHK-AM/WMMS-FM*	10.0	11.9	+1.9	.375
New England Patriots	WBZ(AM)	5.5	7.5	+2.0	.375
Green Bay Packers	WTMJ(AM)***	10.6	11.0	+0.4	.250
Phoenix Cardinals	KTAR(AM)	8.6	9.6	+1.0	.250
San Diego Chargers	XTRA(AM)	2.0	2.1	+0.1	.250
Cincinnati Bengals	WKRC(AM)	3.7	5.0	+1.3	.187
Los Angeles Rams	KMPC(AM)	2.6	2.8	+0.8	.187
Tampa Bay Buccaneers	WQYK-AM-FM*	10.8	12.3	+1.5	.187
Indianapolis Colts	WIBC(AM)	11.5	12.4	+0.9	.062

Note:
*AM-FM ratings combined
**Broadcasts in Spanish
***WTMJ(AM) is located in Milwaukee

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WPTY-TV Memphis □ Sold by Chase Broadcasting of Memphis Inc. to Clear Channel Communications for $21 million cash. **Seller** is subsidiary of Chase Communications Inc., headed by David T. Chase, and is licensee of four AM's, four FM's and five TV's. **Buyer** is headed by L. Lowry Mays, and is licensee of eight AM's, eight FM's and six TV's; waiver for recent purchase of KQAM(AM)-KEYN-FM Wichita, Kan., is pending. WPTY-TV is Fox affiliate on ch. 24 with 3,003 kw visual and 600.6 kw aural with antenna 1,011 feet above average terrain.

KDMG-FM Pella, Iowa □ Sold by GBA Inc. to Intergalactic Communications Inc. for $1.43 million. **Seller** is headed by George Beasley, who heads Beasley Broadcast Group. Beasley has at least 45% interest in ultimate licensees of 5 AM's and 15 FM's. **Buyer** is headed by Ronald Sorenson, who has notice of appeal filed for application for new FM at Des Moines, IA, which was granted to competing applicant. KDMG-FM has classic oldies format on 103.3 mhz with 100 kw and antenna 750 feet above average terrain.

WJMR(FM) Fredericktown, Ohio □ Sold by Ohio Broadcasting Stations Inc. to Bohmar Communications Inc. for $325,000 on terms. **Seller** is headed by John McKinley and has no other broadcast interests. **Buyer** is headed by Arlene D. Bohach and has no other broadcast interests. WJMR has AC format on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

KWZD(FM) Hamlin, Tex. □ Sold by William R. Rice Inc., receiver, to B & D Communications Inc. for $265,000 cash. **Seller** was receiver for assignment of WYTL(AM)-WPFR(FM) Terre Haute, Ind., which was recently approved. Rice has also been appointed receiver for WKKI(FM) Celina, Ohio, to be filed shortly. **Buyer** is headed by Robert H. Holladay, and is licensee of KICR-AM-FM Oakdale, La. KWZD has C&W format on 103.7 mhz with 100 kw and antenna 985 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's □ **$0** □ **0**
FM's □ **$1,430,000** □ **1**
AM-FM's □ **$0** □ **0**
TV's □ **$21,000,000** □ **1**
Total □ **$22,430,000** □ **2**

1992 to Date:
AM's □ **$0** □ **0**
FM's □ **$1,430,000** □ **1**
AM-FM's □ **$0** □ **0**
TV's □ **$21,000,000** □ **1**
Total □ **$22,430,000** □ **2**

For 1991 total see Jan. 27, 1992 BROADCASTING.

PUBLIC GRANITE

Granite Broadcasting has gone public. As reported earlier ("Closed Circuit," Jan. 13), the $7 offering price for the group owner was below that originally anticipated, while the 3 million shares sold was more than originally expected. The company trades on NASDAQ's National Market System under the symbol GBTVK.

WATCH AND READ

CBS-TV and The New York Times Co. Women's Magazines have joined forces in what they describe as the first marketing partnership between a TV network and a consumer magazine group. Together, they will sponsor a 25-market shopping-mall tour beginning in January 1993 featuring appearances by magazine editors and stars of CBS programs. Advertisers who commit to combined purchases with the two companies will be featured in the tour. The New York Times Co. Women's Magazines publishes 14 titles including *Family Circle* and *McCall's*.

SOLD!

KGEO-AM/KGFM-FM,
Bakersfield, California from
Kern Broadcasting Corporation
to Lagniappe Broadcasting, Inc.
for $1,750,000.

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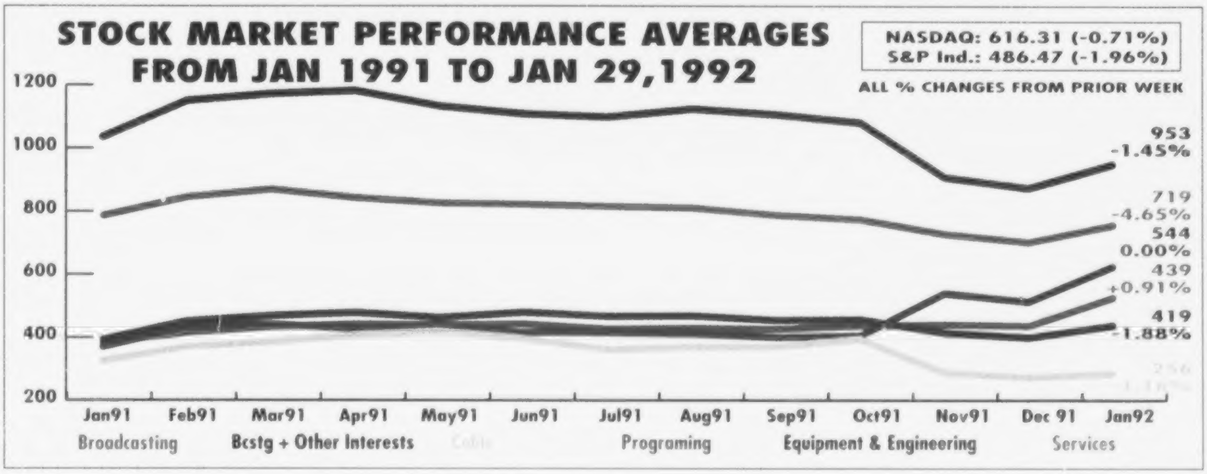
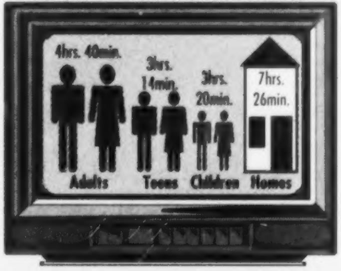
Broadcasting's By The Numbers

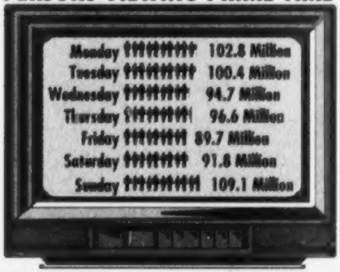


TELEVISION INFORMATION FALL 1991

AVERAGE DAILY VIEWING

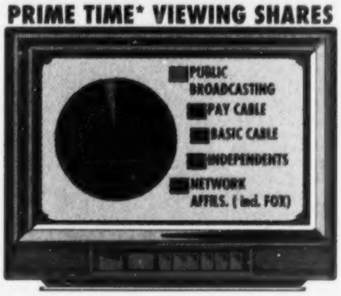


PERSONS VIEWING PRIME TIME



(🧍 = 10 million)

PRIME TIME* VIEWING SHARES



* Mon-Sat 8-11 ; Sun 7-11

Source: Nielsen Media Research

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	**11,062**	**1,562**	**12,624**
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	**1,489**	**199**	**1,688**
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	**974**	**1016**	**1,990**
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

NEWS AND PUBLIC AFFAIRS

D.M. Therese Byrne, VP, marketing and new business development, NBC News Productions, New York, named president.

Robert A. Martin, Western regional editor, United Press International, named VP, Europe-Middle East-Africa, London. **Royal Brightbill,** journalism teacher, Loyola University, New Orleans, rejoins UPI, London, as editor, Europe-Middle East-Africa.

Kurt Davis, news director, WSET-TV Lynchburg, Va. (Roanoke), joins KDFW-TV Dallas as managing editor of news.

Andy Liscano, from WITI-TV Milwaukee, joins KOVR(TV) Stockton, Calif. (Sacramento), as sports director.

Jose Rios, news director, KCBS-TV Los Angeles, joins KTTV(TV) there as managing editor.

TECHNOLOGY

Edmund A. Williams, transmission and propagation engineering manager and special projects officer, Advanced Television Test Center, Alexandria, Va., joins Public Broadcasting Service there as manager, advanced television field test project, which will assist FCC and its advisory committee on advanced television service on selection of new technology.

Michael Sterling, senior engineer, National Public Radio, Washington, named director of technical operations, audio engineering division.

Todd Moffett, from Echosphere Corp., satellite equipment distributor, joins Toshiba America Video Communications Group, Buffalo Grove, Ill., as assistant national sales manager.

Steve Schearer, from WFTV(TV) Orlando, Fla., joins WLOS(TV) Asheville, N.C., as master control operator.

David Powell, acting chief engineer, WLEX-TV Lexington, Ky., named chief engineer.

PROMOTION AND PR

Karen J. Grobler, manager, creative services, *Joan Rivers Show*, Tribune Entertainment, New York, named director, creative services.

Bronwyn Smith, senior publicist, programing, Nickelodeon/Nick at Nite, New York, named manager of program publicity.

Diane Dunst, director of promotion serivces, *Lears* magazine, forms Diane Dunst Promotion Inc. promotion company, New York.

ALLIED FIELDS

Bell

Howard H. Bell, retired president-CEO of American Advertising Federation, Washington, joins Wiley, Rein & Fielding, Washington law firm, as counsel. During Bell's 24-year tenure as AAF president, he advocated and developed industry's self-regulatory program and serves on numerous industry organizations. He remains AAF president-emeritus.

New executive board at Cable Television Administration and Marketing Society, New York: **Michael Smith,** Disney Channel, president; **Beverly Hermann,** Lifetime, VP; **Pennie Contos,** Cablevision Systems, treasurer, and **Chris Van Name,** Time Warner, secretary.

1992 executive committee at Women In Cable Inc., Chicago: **Sharan Wilson,** Tele-Communications Inc., president; **Ruth Warren,** Jones Intercable Inc., VP; **Dianne Blackwood,** Cablevision of Alamace County, treasurer, and **Joan Gundlach,** Arts & Entertainment, secretary.

Daniel L. Gillick, recent graduate, George Mason University Law School, Arlington, Va., joins Smithwick & Belendiuk communications law firm, Washington, as associate attorney.

Dennis R. Eckhout, formerly with Harrison Bond & Peraro communications appraisal firm, forms DRE Associates consulting firm, specializing in mass media and communications industry, Fairfax, Va.

DEATHS

LaRue (Bud) Courson, 68, retired VP, National Association of Broadcasters, Washington, died Jan. 11 in Richmond, Va. Courson began his 33-year tenure at NAB in 1951 as mail room supervisor and held various positions including manager of production department and director, special services. He retired in 1984 as VP, administration services. He is survived by his wife, Lois; three sons, Bruce, Miles and Glenn, and one grandchild.

Andrew Alford, 87, engineering pioneer, died Jan. 25 of congestive heart failure in Winchester, Mass. He founded Alford Manufacturing Co., Winchester, Mass., where he designed and manufactured AM-FM-TV antennas and precision test equipment. He is survived by his wife, Helen.

Jack E. Shafer, 68, writer and producer, died Dec. 29 in Louisville, Ky. Shafer worked with Jerry Lewis on muscular dystrophy telethons, had stints at Time-Life, and Pulitzer Broadcasting and most recently was program director at WLKY-TV Louisville, Ky. He is survived by his wife, Betty.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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billed itself as the nation's largest 24-hour talk network. Emanuel resigned on Jan. 17 to become VP of the American Forum, a new division of Business Radio Network that will air ARN's overnight sports programing. ARN went dark that night. Graham, meanwhile, signed on as a consultant to United Talk Radio, which he said has picked up the bulk of ARN's daytime programing.

The **Federal Trade Commission staff last week appealed to commission members the dismissal of its 1990 antitrust complaint against the College Football Association and Capital Cities/ABC** that charged the pair with illegally restraining competition. Last August, an administrative law judge dismissed the complaint saying the FTC did not have jurisdiction over the CFA in its $300 million deal with Capital Cities/ABC because of the CFA's nonprofit status. FTC assistant director Michael Antalics argued that the CFA is a money-making commercial entity and that ABC (with rights to Big Ten and Pac-Ten games) acquired the CFA games so it could corner the market and raise ad rates. The FTC commissioners will review the case to determine whether they will issue a ruling or send it back to the ALJ.

In its second week of distribution, Tribune Entertainment's late-night talk strip, ***The Dennis Miller Show*, averaged an unweighted 1.9 rating/8 share in 22 Nielsen metered markets** for the four days ending Jan. 30. *Miller* was off a modest 20% from its lead-in shares and held close to even with its first week's ratings.

Multimedia Entertainment's fall 1992 talk show, ***Rush Limbaugh,* completed a deal late last week to be cleared on WWOR-TV New York,** bringing total clearances to over 70 markets. A Multimedia spokesman confirmed that the syndicator will extend syndication exclusivity coverage to client stations, since WWOR-TV is a basic cable superstation.

CBS issued six-episode midseason pickups for half-hour sitcoms *Scorch* and *Fish Police*, effective Feb. 28, for Friday 8-9 p.m. time slots. Also, the network says that ***Street Stories,*** a news magazine hosted by Ed Bradley, will continue airing Thursdays at 9 a.m. at the end of the winter Olympic telecasts later this month from Albertville, France.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 19. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	**15.6/223/98**
2. Jeopardy!	**13.7/215/98**
3. Oprah Winfrey Show	**12.6/224/99**
4. Star Trek	**11.9/243/98**
5. Entertainment Tonight	**9.5/186/96**
6. Current Affair	**8.9/174/94**
7. Wheel Of Fortune (Wknd)	**8.7/183/93**
8. Cosby Show	**8.3/208/98**
9. Married...With Children	**7.9/172/95**
10. Donahue	**7.7/226/98**
11. Inside Edition	**7.4/128/88**
12. WKRP in Cincinnati	**6.7/235/99**
13. Sally Jessy Raphael	**6.5/206/96**
14. Hard Copy	**6.4/173/93**
15. Street Justice	**5.7/139/93**

MCA TV has closed clearance deals for its fall 1992 talk strip, *Kitty Kelley*, with WHDH-TV Boston, WXIA-TV Atlanta, WPXI-TV Pittsburgh and WPRI-TV Providence. Those signings follow that of KCBS-TV Los Angeles at last month's NATPE convention.

On Feb. 10, PrimeTime 24 will begin delivering CBS affiliate WRAL-TV Raleigh, N.C., to home satellite subscribers in areas around the nation not receiving a Grade B network signal. WRAL-TV replaces WBBM-TV Chicago in the three-network lineup offered by PrimeTime 24, which said the move will simplify technical operations, put all three signals (including WABC-TV New York and WXIA-TV Atlanta) in the same time zone and better match the programing with its mainly rural subscriber base. Cable distribution of the signals is limited mainly to Puerto Rico.

Cox Enterprises Inc. and Scientific-Atlanta Inc. agreed to jointly design a Cable Microcell Integrator to deliver personal communications network (PCN) telephone services via cable systems. Cox will use its experimental PCN license to test the digital radio transceivers in its largest system, San Diego.

SportsChannel America has signed two more Prime Network-affiliated regional sports networks to carry its NHL coverage, bringing its total reach to 23.2 million homes. SCA signed KBL Sports Network in Pittsburgh, with 1.5 million subs, and Washington's Home Team Sports, with 2.2 million subs.

McHugh & Hoffman Inc., a Mclean, Va.-based industry research and consulting company, **has merged with** the Detroit-based research company **Market Strategies Inc.**

THINK TANK SEEKS END TO PUBLIC TV FUNDING

Conservative Washington think tank The Heritage Foundation called on Congress to cease funding public television. At the same time, it advised the government to privatize the Corporation for Public Broadcasting, the government-funded organization charged with granting funds to noncommercial program producers.

"The current public broadcasting system is obsolete, overly expensive and doomed to be the center of continuous political controversy," said Laurence Jarvik, a Heritage resident scholar, in "Making Public Television Public," a Heritage report.

CPB President Donald Ledwig's response to the report was that "CPB has been effectively carrying out its mission to provide high-quality, educational, informational and cultural programing" and "expects to continue to provide that service to the American public." The Heritage attack comes as CPB is fighting to pass a bill authorizing it through 1996 amid charges from some senators that CPB-funded programs promote a liberal bias. (CPB is already funded through 1993.)

Jarvik also questions the need for government subsidies of public television. "In addition to privately sponsored programs and their ancillary products, book tie-ins and the like, as well as local fundraising drives, some 70 major public television stations now sell national commercial spot advertising," he said, citing "extended sponsorship credits" for Mercedes, American Airlines, Kraft Foods and others. **—RMS**

C185-14

FEB 10

Broadcasting®

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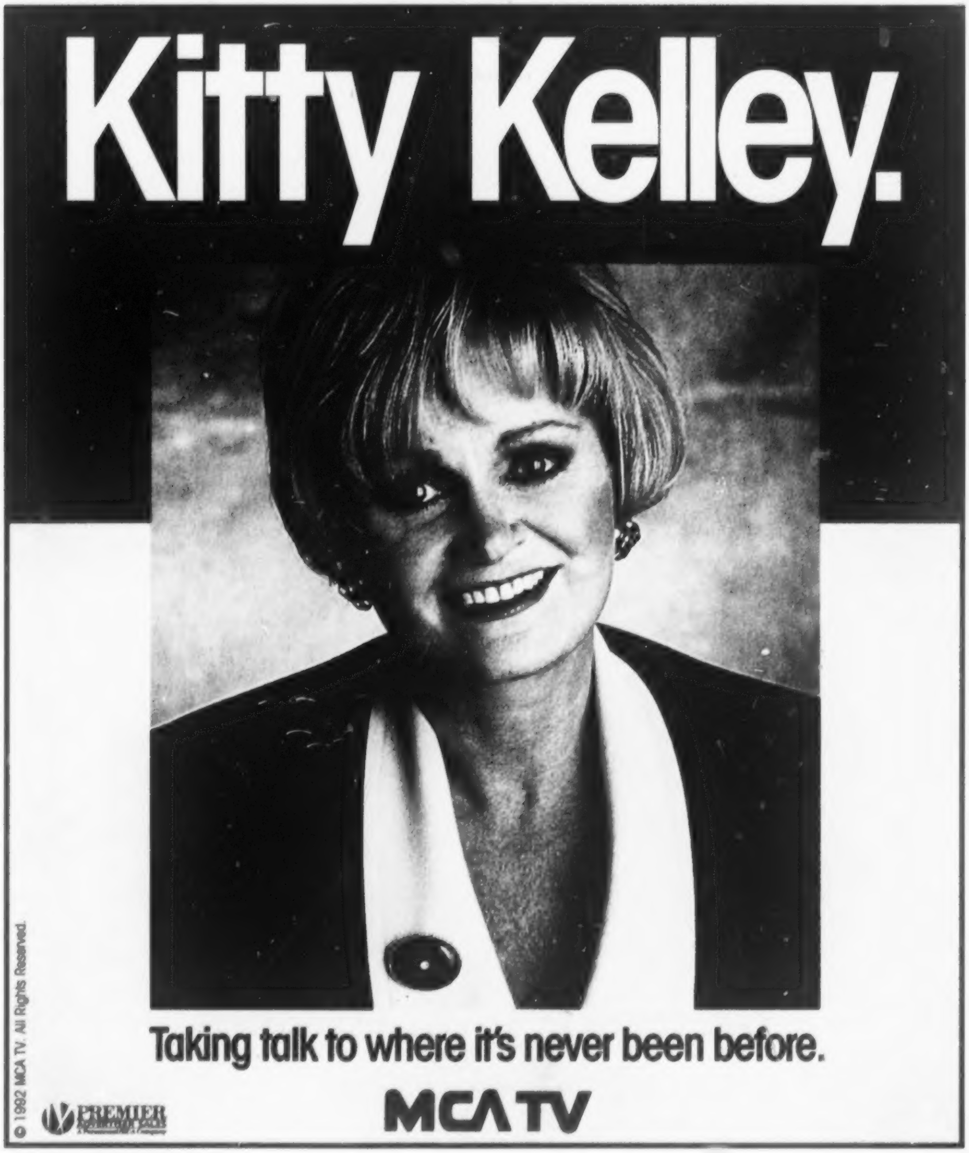
❑ NETWORKS, STUDIOS MOVE TO CUT COSTS/ 3

❑ FOX CONSIDERS '90210' SPIN-OFF FOR SIXTH NIGHT / 30

❑ AFTER S.12: CABLE'S HOPES REST WITH HOUSE / 45



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SPECIAL REPORT
STATION TRADING:
SLOWEST MARKET
SINCE 1982

Broadcasting

Top of the Week

NETWORKS HOLD LINE ON LICENSE FEES

Exclusive BROADCASTING survey finds money paid to producers remaining flat in recent years, and dropping for first-year programing

By Steve Coe

In the war on escalating production costs being fought by the networks and the studios, the first shot seems to have been fired by the networks. According to figures compiled by BROADCASTING, license fees paid to producers by the networks have remained flat for the past few years, and the money paid to producers of first-year series has gone down.

In talking to executives from both the studio and network ranks, it appears that after years of posturing, both sides realize that the problem of runaway production costs and deficit financing has reached its limit.

"For the first time since I've been in the business, we believe each other's tales of woe," said John Agoglia, president, NBC Enterprises and executive vice president, NBC Productions. "We now know if we're going to keep distributors and suppliers in business, we're going to have to change the way we do business."

Bill Klein, senior vice president, CBS, said although the trend may be on a downward tack now, "at CBS we still look at projects on a show-by-show basis. I wouldn't use the term frozen to describe the amount of license fees being paid out because that implies some kind of dictate. But I'd be hard-pressed to argue that they're increasing on a regular basis."

One thing that has changed recently in how the networks and studios are doing business is the license fees paid to suppliers. A look at the figures for 1986-87 through 1990-91 shows gradual growth for average license fees for all network series produced. However, the average figures are grossly inflated due to the inclusion of some veteran shows such as *Cheers* and *The Cosby Show*, which may receive fees as much as four times that paid to most other series. Typically, in a show's first four seasons, the negotiated license fee increases about 5% per year. After that, suppliers can negotiate for whatever fee can be gotten depending on the popularity of the show. A better look at the growth curve of fees is gained by studying

PRIME TIME AVERAGE COSTS AND DEFICITS OF EPISODIC SERIES

	1/2 Hour Filmed	1/2 Hour Taped	1 Hour Filmed
1990-91 Production Season			
Production Cost	844,187	697,759	1,408,364
License Fee	597,775	564,953	1,100,790
Deficit	(246,412)	(132,806)	(307,574)
1989-90 Production Season			
Production Cost	780,711	683,710	1,352,809
License Fee	538,461	540,612	1,051,604
Deficit	(242,250)	(143,098)	(301,205)
1988-89 Production Season			
Production Cost	701,423	644,301	1,249,211
License Fee	508,024	531,580	974,009
Deficit	(193,399)	(112,721)	(275,200)
1987-88 Production Season			
Production Cost	637,553	514,612	1,333,200
License Fee	526,835	427,739	973,997
Deficit	(110,718)*	(86,873)	(359,203)
1986-87 Production Season			
Production Cost	730,927	476,849	1,342,260
License Fee	536,738	409,368	971,985
Deficit	(194,189)	(67,481)	(370,275)

* The reduction in production costs and deficit reflects the cancellation of two very costly series which were heavily deficit financed. This has an especially great impact when the universe of 1/2 hour filmed series is so small.

FIRST YEAR Half Hour Series

	1987	1988	1989	1990
Production Cost	727	741	777	771
License Fee	533	500	494	505
Deficit	(196)	(241)	(283)	(266)

FIRST YEAR One Hour Series

	1987	1988	1989	1990
Production Cost	1,564	1,360	1,350	1,454
License Fee	1,065	991	928	873
Deficit	(499)	(369)	(422)	(581)

* Figures are in thousands and are per episode.

NBC HOLDS COST CONFAB WITH PRODUCERS

NBC held an unheard-of meeting with major studio executives and producers from independent production companies on Jan. 10 to discuss, in the words of the NBC invitation, "whether there are better ways we can work together to produce successful programing."

According to sources in attendance, the discussion was "fairly frank," but no decisions were made. Among the issues discussed was the network's insistence on working with only a select group of producers. "They want cheap shows," said a source, "but as long as they...[want] only the A-list players, the costs are going to remain the same."

NBC executives at the meeting included Bob Wright, chairman; Warren Littlefield, president, NBC Entertainment; John Agoglia, president, NBC Enterprises, and Perry Simon, executive vice president, NBC Entertainment. NBC said further meetings will be held. -SC

the fees for first-year shows.

Since the 1987-88 season, network license fees paid to studios and production companies steadily declined until the 1990-91 season, when they saw a slight increase. While all the figures for the 1991-92 season have yet to be compiled, the average license fee for first-year series this season is not expected to exceed the 1990-91 level. In fact, the numbers may again show a drop. This is coupled with an expected 7%-8% increase in the cost of series production with which suppliers will have to contend.

"The sense is that [fees have] flattened out over the last few years," said Bob Iger, president, ABC Entertainment. "In some cases they're dropping, and in some cases—with stars attached or because of commitments with producers like [Steven] Bochco or [Diane] English—they tend to be higher."

"Last year they were kind of frozen," said Harris Katleman, president, Twentieth Television, remarking on the growth of license fees, adding that this year "they might remain the same or be a little less."

"There's no question they are," said Barney Rosenzweig, executive producer of CBS's *The Trials of Rosie O'Neill,* when asked if license fees are trending down. The network's "bottom line is being hurt by advertiser pullouts and the fractionalization of the audience and, as a result, they're passing it on to the suppliers."

In part, the reason for all this, said Iger, is "because we've reached a breaking point. Also, it comes as a result of the networks putting on more alternatives like news, so it's a buyer's market."

While profit margins at the studios are getting squeezed even tighter with lower license fees and escalating production costs, major producers are beginning to question traditional production practices. For many, including producers and actors, the days of wine and roses appear to be over.

According to studio sources, practices that appear ready to be overhauled include shooting schedules that include week-long hiatuses every few weeks, salaries paid to actors, and what most people pointed to as the biggest single problem, the proliferation of producer credits given through negotiation rather than earned by experience.

"Once you start calling people producers that aren't producers, you run the risk of them thinking they're producers and making decisions that cost money," said Rosenzweig.

In some cases, said one studio executive, an actor or writer's manager will be given a producer credit via the negotiations conducted by the talent's agent. "The manager gets the credit and his fee can be anywhere from $7,500-$15,000 per episode for doing nothing. There are a lot of people feeding at the trough that aren't providing the bacon," the executive said.

As for actor's salaries, Joel Shukovsky, Shukovsky/English Productions, said most agents and actors are still operating under the belief that the dollars of a decade ago are still available. "The day of the $50,000-$60,000-per-episode player is a thing of the past. For anyone to get any kind of money like they used to be paid, they better be able to put asses in front of the television," he said.

Even though the studios are correcting some of the abuses in their systems, most suppliers point to the networks as the reason for spiraling costs. "The largest single cause in the growing cost of producing network television is network creative involvement," said one source. "The networks demand to be involved with only a select group of what they call 'approved show runners,' the Jim Brookses, the Steven Bochcos, etc. That drives the cost up artificially."

"The studio is partly right on that," said Iger. "The network's demand for show runners does drive up the price. But the problem is when you put a $1 million an hour [project] in the hands of the studio, you want reasonable assurance it's going to be in good hands. So some of these people are necessary to insure the investment. Unfortunately, what has happened is some people have been moved up the system without the experience." ■

HARRIS TO HEAD SONY TV

First-run syndication and cable product a priority

Mel Harris moves to SPE's TV group

By Steve McClellan

Mel Harris, former television group president at Paramount, has joined Sony Pictures Entertainment as president of SPE's newly formed television group.

Although the structure is slightly altered, Harris effectively replaces Gary Lieberthal, who held the chairmanship of Columbia Pictures Television. Three division heads will report to Harris, including Barry Thurston, president of the newly reorganized syndication division, Columbia TriStar

Television Distribution.

Harris made a point of stressing last week that Thurston "will be rising to a position of much greater responsibility, scope and authority," as the company expands aggressively into areas where CPT has not been in the vanguard, including first-run and working with consortia.

Harris and Thurston have a relationship that spans two decades, beginning when the two worked at Kaiser Broadcasting, where Harris was station program manager and Thurston was a corporate programing vice president. "We used to book movies together," Harris recalled.

The two other TV division heads reporting directly to Harris are Scott Siegler, president, Columbia Pictures Television, the network production arm, and Jon Feltheimer, president, TriStar Television, which produces for network and syndication. Harris will also oversee the activities of Merv Griffin Enterprises, which produces the game shows *Wheel of Fortune* and *Jeopardy!*

CPT's strength during the Lieberthal years had been production of network comedies and their subsequent distribution in syndication. In addition to making first-run syndication a key priority at the company, Harris said more effort will be put into developing first-run product, from all the company's production divisions, for cable TV.

Harris, who had been head of Paramount's TV group since 1985, left the company last October, three months after Brandon Tartikoff became studio head.

Harris joined Paramount in 1977 as vice president, domestic syndication. In the early 1980's he oversaw the company's video and cable television activities, and he is credited with helping to develop the sell-through home video market as well as USA Network, 50% owned by Paramount.

Before joining Paramount, Harris was on the station side of the business, with stints at Kaiser Broadcasting and Metromedia Broadcasting.

Harris said one of his long-range goals is to see that the television group is well positioned to exploit future opportunities made available by advances in hardware. "As we see the growth in interactive technology and the possibility of 500-channel cable systems and multiplexing, it forces us to adapt to consumer needs." ■

This Week

PROGRAM COST CONTROL / 3

Figures compiled by BROADCASTING show that the networks are keeping a lid on license fees paid to producers, and executives on both sides of the battle line seem ready to cooperate on costs.

STATION TRADING REPORT / 17

BROADCASTING'S annual survey on station buying and selling shows a 49% dollar-value decline in broadcasting properties from 1990 to 1991, making it the slowest year since 1982.

FOX NIGHT 6: 90210 SPINOFF? / 30

Fox's sixth night of prime time programing, due this summer and, sources say, likely to be Wednesday nights, may be anchored by the new Aaron Spelling show *Melrose Place*, a cast-sharing spin-off of the popular *Beverly Hills, 90210*.

LIFE AFTER S.12 / 38

Despite cable protestations of dire consequences if S. 12 ever becomes law, industry analysts say rate regulation and retransmission-consent costs should have only a modest impact on the bottom line.

Cable reregulation battle moves to the House side of the Capitol (p.45).

RECORD CROWD AT MSC / 42

RAB's 12th annual Managing Sales Conference attracted nearly double the number of 1990 attendees, thanks in part to reduced registration fees. The radio crowd heard calls to focus on selling results.

CABLE CONNECTS TO HOUSE / 45

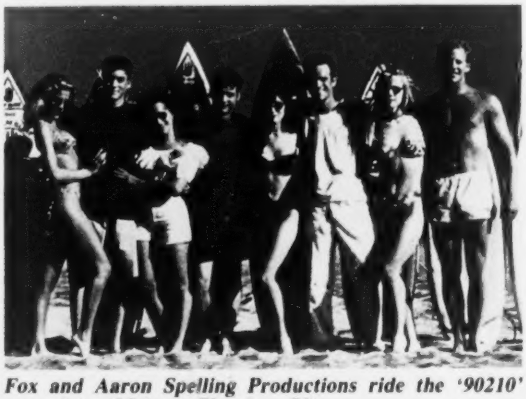
After S. 12's decisive win in the Senate, cable has turned its attention to reregulatory legislation coming up in the House. The industry may attempt to influence a "more reasonable" bill, or encourage delaying tactics that could scuttle action altogether.

TV REVENUE WOES / 51

Revenue declines for TV station operators slowed a bit in the fourth quarter, in part because results in last year's fourth quarter had already started to show some weakness.

PROGRAMERS SHIFT TO VC-RS / 54

Additional programers are expected to announce at this week's SBCA show their intention to sign on to General Instrument's newest VideoCipher system. Programers hope that switching from the piracy-plagued VC-II to the "renewable security" system will boost the number of paying subscribers.



Fox and Aaron Spelling Productions ride the '90210' wave into 'Melrose Place' (p.30).

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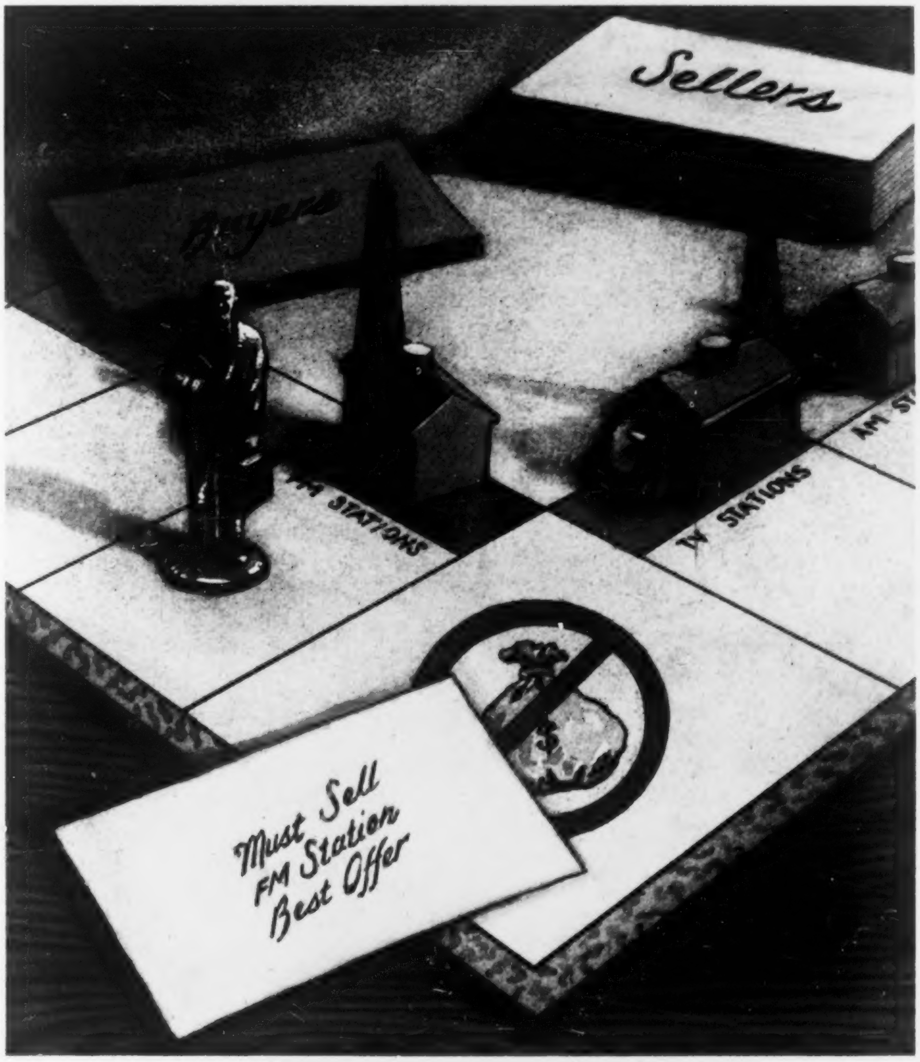
STATION TRADING



1991 IS SLOWEST SELLING YEAR SINCE 1982

Total dollar value of station sales fell to $1.01 billion, down 49% from 1990

By John Gallagher

The downward trend in radio and television station sales that started in 1988 continued in 1991, with the year down substantially from 1990. It was the slowest trading market since 1982, the last time the U.S. economy was in a recession.

The numbers are sobering. According to BROADCASTING's tracking of sales approved by the FCC last year, standalone and AM-FM combination radio deals in 1991 totaled $534 million, down 38% from 1990's $869 million. TV sales took a 61% plunge from $697 million in sales in 1990 to $273 million in 1991. Group sales, which represent deals that included two or more standalone radio and/or TV's, were down 50%, from $411 million in 1990 to $206 million in 1991.

In terms of number of transactions, approved TV trades dropped from 58 in 1990 to 38 in 1991; AM-FM combinations went from 199 to 169; FM standalones dropped from 238 to 169, and AM standalones decreased to 253 from 278.

"It used to be," said broker Frank Kalil of Kalil & Co., "the morning man would call me from some radio station in Tupelo, Miss., and say: 'I've been here 12 years, it's time for me to own my own radio station. I know I could do a good job, how do I do it?' And the answer today is: 'You don't. You're stuck.' "

It should only get better

The upside is the fact that media brokers generally agree that any uncertainty in the marketplace has been replaced by an acceptance of reality and that the market has, for the most part, bottomed out. Also, most brokers see business picking up to a degree, somewhere around the middle of the year.

Their counterparts in the agency business don't necessarily agree with that assessment. While an election/Olympic year usually means increased advertising spending, this year media buyers and industry forecasters expect advertisers to shift current ad budgets around instead of increasing budgets overall. Most significantly, true station values and cash flow multiples are emerging from the industry shakeout of the past 18 months.

"There's nothing wrong with the broadcasting business," said broker Mitt Younts, president of Media Services Group. "It's a top-line problem, which means the revenues are down, [and] it shows up on the bottom line. If retail sales pick up, people start spending money—then retailers will start advertising again, and it starts to flow down to the business."

"[Advertising] is really the steam engine that drives our business," said broker Dick Forman. "The advertising marketplace in 1991 was probably the worst in the last 30 years. Until that returns...business is not going to be what it once was."

Vanished from the industry is the "greater fool" theory, that there will always be another speculator willing to pay a higher price for a station; in its place is the prospect that station buyers will most likely be either those currently in the industry buying for strategic purposes or someone entering broadcasting with the intent to stay. Whatever their purpose, buyers will reap the benefits of the best prices in years. But they'll need equity.

The search for money

"You can only borrow four-and-a-half to five times cash flow now, if you can find a bank that's interested in your kind of deal," said Jim Blackburn of Blackburn & Co.

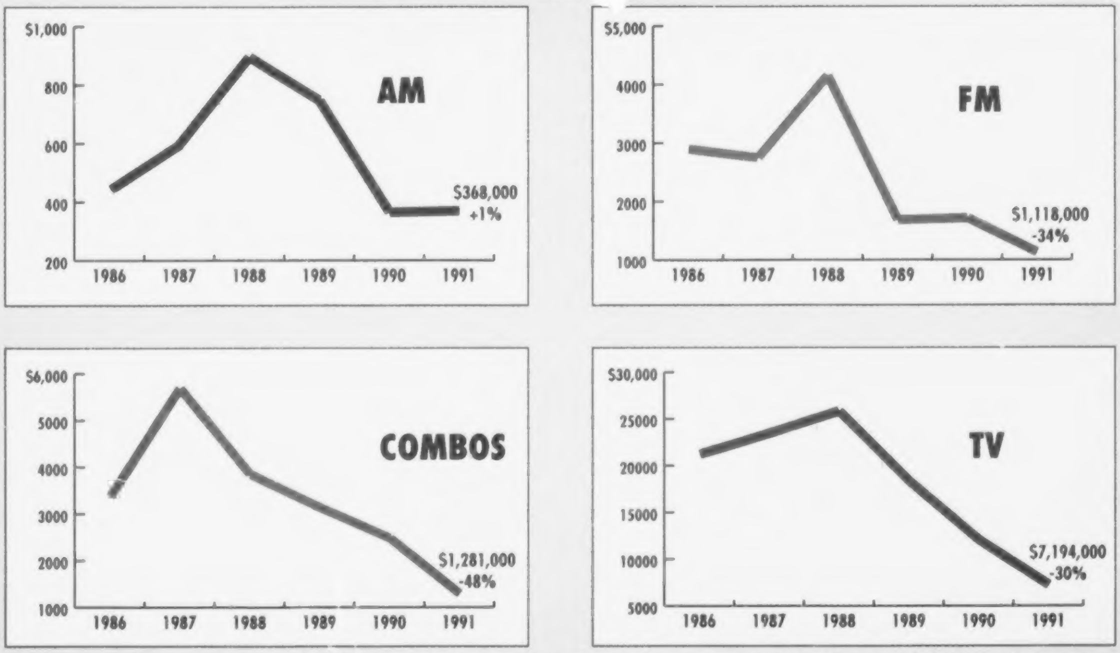
"Standalone deals are going to take 30%-40% equity, or they're not going to get done," said broker Ted Hepburn.

In 1991, many banks were burned by overleveraged loans, and are adjusting accordingly. "Lenders don't want to hear about exit strategies anymore. They're all taking the position of Alan Griffith [president of the Bank of New York]: 'We loan cash, we like to be paid back in cash.' In a way, long term, that's good for the brokerage business...there are going to be fewer deals falling apart."

Society Bank in Cleveland and Bank of New York continue to offer

STILL FALLING IN 1991

AVERAGE STATION PRICES



The charts represent the average price (in thousands of dollars) of standalone AM stations, standalone FM stations, co-located AM-FM combinations and TV stations over the past six years, according to sales data collected by BROADCASTING. Stations sold as part of group deals are not included in averages due to unavailability of individual prices.

financing for quality stations and qualified buyers. Banks that had previously backed off may be willing to test the waters again: Media Venture Partner's Elliot Evers has seen renewed interest from Union Bank and Security Pacific Merchant Bank, based in Los Angeles, and Bank of Boston.

Bill Steding of Star Media does not think lenders will return to the broadcast industry until they have a guarantee they can recover their interest in a station; that is, until the FCC changes its policy on broadcast licenses. "The FCC has got to grant [lenders] a more perfect security interest in the FCC license...so that...in the disaster scenario, their exit strategy is protected. [Lenders] are pissed." The FCC, recently under increased pressure from banks for a rulemaking on the issue, has yet to reach a consensus.

Station value multiples across the board have settled into the seven to seven-and-a-half times trailing cash flow range for radio, a notch higher for TV. Station owners "are coming to grips with what values not only are currently but what they are likely to be for the next several years," said broker Gary Stevens. "If there's a desire to sell now, they're going to do it. If they have the luxury of being able to hang around because they don't need to sell under pressure...I think we're going to lapse back into the sort of operating mode that we saw in the 1960's, '70s and early '80s."

Regional brokers Jerry Johnson of Johnson Communication Properties Inc., Minneapolis, and Richard Kozacko of Kozacko-Horton, Elmira, N.Y., may already be in step. Johnson says he's seen more activity so far in 1992 than in the same period last year. "I suspect it's going to be a lot better than last year, maybe double."

"It's become quite busy," said Kozacko, who was recently contacted by former broadcasters with capital looking to get back into the market. "We were not getting these calls six months ago."

Deals done in '91

Emmis Broadcasting Corp. was able to make lucrative agreements despite the drop in values. It paid Doubleday & Co. $54 million for WAVA(FM) Washington and WFAN(AM)-WHQT(FM) New York in 1986; last June, Salem Communications bought WAVA for $20 million, and in December WFAN(AM) went to Infinity Broadcasting Corp. for $70 million, a record for an AM. Infinity recently filed to make a public stock offering. "Not only was [WFAN] a good business for [Infinity President Mel Karmazin] to obtain," said Stevens, "but it also is the driving force in re-entering the public market." Noted Evers: "One thing has certainly been proven: in a down time, the flight to quality is incredible."

The Mahlman Co. and Chapin Enterprises co-brokered one of the largest radio deals completed to date, WDVE(FM) Pittsburgh and WFBQ(FM)-WNDE(AM) Indianapolis, purchased by Frank Wood's Broadcast Alchemy from Great American Broadcasting Co. for $52 million; it closed Jan 31. Financing was in place from beginning to end, a "textbook deal," said Bob Mahlman Jr.

Communications Equity Associates Inc. and Crisler Capital represented River City Television Partners in adding independent television stations in Des Moines (KDSM[TV]) and Indianapolis (WTTV[TV]) for a total of $50.6 million. According to Ben La Rue of H.B. La Rue Media Brokers, the gap in market share between independents and affiliates is narrowing, with a corresponding increase in the value of the independent.

"If you look in the typical market, you're paying one-sixth or one-fifth" the price of a network affiliate as you would for a Fox station, and affiliate market share, La Rue said, has decreased 30% in the last five years to 60%. Add to that decreasing network compensation and increasing competition from cable and independent television seems an attractive long-term investment.

Television broker Howard Stark conceded that independent TV is making gains on the affiliates, but pointed out that 95% of the TV markets are still dominated by the networks. Jeanette Tully of Communications Equity Associates added that "some of the independent operators...have expressed an interest in buying affiliate stations. They realize they know how to market their product...they've had to work harder to get where they are today, and...they think that with that same style of management and marketing they can take an affiliate and make it more profitable."

The overcompetition problem

According to Blackburn, the real problem in the broadcasting industry is not availability of funds or ability to pay back debt; it is overcompetition, especially for FM stations. The answer, he asserts, is consolidation, and many in the industry agree. His company filed comments at the FCC (and solicited broadcasters to do the same) backing a revision of the commission's "antiquated" rules on ownership limits, duopoly (allowing more than one type of service to a market), and on local marketing agreements. Until the FCC acts, Blackburn said, it will be impossible to obtain financing for an unprofitable station in a high-growth middle market. ■

CABLE MAKES A COMEBACK

'91 sales pick up after sluggish 1990; buyers looking at cash flow multiples, rather than per-subscriber figures

By Sharon D. Moshavi

The art of the deal came back into vogue in 1991, with the languid cable system market rebounding in both activity and price, although largely waiting until the latter part of the year to do so.

Unlike 1990, which saw only four system sales involving more than 10,000 subscribers (BROADCASTING, Feb. 11, 1991), 1991 saw about two dozen 10,000-plus subscribers deals.

September's Cencom Cable purchase by Hallmark's Crown Media, which was estimated between $1,900 and $2,300 per subscriber, was heralded as the first major deal of the rebounding market. But subsequent deals did not automatically go up to Cencom's per-subscriber price. After the 1980's, when all systems were similarly valued, the market has finally settled down to a point where each

38 YEARS OF STATION TRANSACTIONS

Dollar volume of transactions approved by FCC (Number of stations changing hands)

YEAR	RADIO ONLY	GROUPS*	TV ONLY	TOTAL
1991	**534,694,500 (793)**	**206,995,500 (61)**	**273,365,000 (38)**	**1,014,579,000**
1990	868,636,700 (1045)	411,037,150 (60)	696,952,350 (75)	1,976,626,100
1989	1,148,524,765 (663)	533,599,078 (40)	1,541,055,033 (84)	3,235,436,376
1988	1,841,630,156 (845)	1,326,250,000 (106)	1,779,958,042 (70)	4,947,838,198
1987	1,236,355,748 (775)	4,610,965,000 (132)	1,661,832,724 (59)	7,509,154,473
1986	1,490,131,426 (959)	1,993,021,955 (192)	2,709,516,490 (128)	6,192,669,871
1985	1,414,816,073 (1,558)	962,450,000 (218)	3,290,995,000 (99)	5,668,261,073
1984	977,024,266 (782)	234,500,000 (2)	1,252,023,787 (82)	2,118,056,053
1983	621,077,876 (669)	332,000,000 (10)	1,902,701,830 (61)	2,854,895,356
1982	470,722,833 (597)	0 (0)	527,675,411 (30)	998,398,244
1981	447,838,067 (625)	78,400,000 (6)	227,950,000 (24)	754,188,067
1980	339,634,000 (424)	27,000,000 (3)	534,150,000 (35)	876,084,000
1979	335,597,000 (546)	463,500,000 (52)	317,581,000 (47)	1,116,648,000
1978	331,557,239 (586)	30,450,000 (5)	289,721,159 (51)	651,728,398
1977	161,236,169 (344)	0 (0)	128,635,435 (25)	289,871,604
1976	180,663,820 (413)	1,800,000 (3)	108,459,657 (32)	290,923,477
1975	131,065,860 (363)	0 (0)	128,420,101 (22)	259,485,961
1974	168,998,012 (369)	19,800,000 (5)	118,983,462 (24)	307,781,474
1973	160,933,557 (352)	2,812,444 (4)	66,635,144 (25)	230,381,145
1972	114,424,673 (239)	0 (0)	156,905,864 (37)	271,330,537
1971	125,501,514 (270)	750,000 (2)	267,296,410 (27)	393,547,924
1970	86,292,899 (268)	1,038,465 (3)	87,454,078 (19)	174,785,442
1969	108,866,538 (343)	35,037,000 (5)	87,794,032 (32)	231,697,570
1968	71,310,709 (316)	47,556,634 (9)	33,588,069 (20)	152,455,412
1967	59,670,053 (316)	32,086,297 (9)	80,316,223 (30)	172,072,573
1966	76,633,762 (367)	28,510,500 (11)	30,574,054 (31)	135,718,316
1965	55,933,300 (389)	49,756,993 (15)	29,433,473 (32)	135,123,766
1964	52,296,480 (430)	67,185,762 (20)	86,274,494 (36)	205,756,736
1963	43,457,584 (305)	25,045,726 (3)	36,799,768 (16)	105,303,078
1962	59,912,520 (306)	18,822,745 (8)	23,007,638 (16)	101,742,903
1961	55,532,516 (282)	42,103,708 (13)	31,167,943(24)	128,804,167
1960	51,763,285 (345)	24,648,400 (10)	22,930,225 (21)	99,341,910
1959	65,544,653 (436)	42,724,727 (15)	15,227,201 (21)	123,496,581
1958	49,868,123 (407)	60,872,618 (17)	16,796,285 (23)	127,537,026
1957	48,207,470 (357)	47,490,884 (28)	28,489,206 (38)	124,187,660
1956	32,563,378 (316)	65,212,055 (24)	17,830,395 (21)	115,605,828
1955	27,333,104 (242)	22,351,602 (11)	23,394,660 (29)	73,079,366
1954	$10,224,047 (187)	$26,213,323 (18)	$23,906,760 (27)	$60,344,130
Total	$13,521,780,175	$11,664,993,066	$18,382,433,153	$43,569,206,394

Note Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions Although all sales have been approved by FCC they may not necessarily have reached final closing Prior to 1978 combined AM-FM facility was counted as one station in computing total number of stations traded Now AM-FM combinations are counted as two stations

*Figures represent group deals involving combinations of radio and TV stations multiple TV stations or multiple radio stations In 1985 mergers of large groups with collateral interests could not be evaluated since individual stations were not broken out of larger sales general partner, InterMedia Partners. While system valuations were within a $400 range during the go-go 1980's, valuations now range as wide as $1,500, he says.

But what most buyers are looking at now are cash flow multiples, not per-subscriber prices, and those are said to be running essentially even across the board. The Cencom buy and other major deals, such as the Providence Journal Co.'s $330 million buy of King Broadcasting's cable properties early in 1991, have been at an estimated 10 to 11 times running cash flow. Although per-subscriber price will likely rise in 1992 because cash flows will go up, few expect system valuation to go higher than the current 11 times cash flow to exceed 11 multiples of cash flow.

The King and Cencom deals were the two biggest straight sales of the year, but Tele-Communications Inc.'s nearly $2 billion buy of the remaining 46% of United Artists Entertainment stock it did not already own topped everything. Other major deals saw new equity players come in, most notably Kohlberg, Kravis, Roberts & Co., which established a fund with Cablevision Industries to buy cable systems. The two jumped in together to buy a Simmons Communications' California system for about $140 million. The $78 million purchase of Gilbert Media's Newark, N.J., system by Cablevision Systems and E.M. Warburg, Pincus & Co., Inc., was also notable.

While the cable market started picking up, the three main cable brokerages were down in terms of total deals and revenues, since some of the biggest deals, including King and Cencom, went looking elsewhere. Communications Equity Associates did eight cable deals worth $146 million, compared with 27 deals worth $503 million in 1990, with $445 million of it in straight cable transactions. Daniels & Associates went from 24 deals worth $1.3 billion in 1990 to 20 deals worth $418 million in 1991. And Waller Capital Corp., which closed 10 deals worth $497 million in 1990, closed eight deals worth $84 million. Chairman John Waller says that six deals announced in 1991 are still pending, which, when closed, will bring the 1991 dollar figure up to $490 million.

Waller is optimistic about 1992. "We're busier now than we have been in the last two years combined. The banks are, by and large, coming back to a degree, and there's a lot more outside equity coming in," he says. Two Waller Capital deals, the Warburg-Cablevision Newark sale and the Time Warner-Cox Cable buy of the Staten Island, N.Y. system, are evidence that financing is coming back, according to Waller.

Driving sales and interest from outside equity participants are the new business opportunities being perceived by potential buyers, according to Waller. The potential for non-subscriber revenues, such as pay per view, local advertising and cellular telephony, are what is driving the recent deals, he says.

Significantly more capital will be available for cable in 1992 than there was in 1991, agrees Don Russell, president, CEA. The 1992 market will also be helped by the drop in interest rates that came at the end of 1991, and

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what he terms a comeback for the junk bond market for larger MSO's. As for the volume of deals that will actually get done in 1992, Russell is loath to make any predictions. The state of the economy and the continued specter of cable reregulation could have some impact, he and Waller both say.

Cable's technological advancements and recession resistance in 1992 should help attract outside equity, particularly foreign investors, according to Hindery. "Fiber, compression, HDTV—that's all exciting stuff if you're motivated in those directions like these offshore companies are," he says.

CEA's Russell points to increased interest by Asian investors; 1991 was, after all, the year C. Itoh and Toshiba bought into Time Warner. Hindery's own InterMedia Partners has brought in Sumitomo as an investor, and sources say the government of Singapore also has a stake in the company.

The dealmaking environment of the 1990's, whether involving industry or outside investors, is one in which both buyer and seller are taking much longer to negotiate and close sales than they used to, and that is for the better, according to InterMedia's Hindery. "We prefer this structure, as opposed to an auction environment. It rewards thoughtfulness as opposed to aggressiveness." ■

1991 MILLION-DOLLAR (AND UP) DEALS

BROADCASTING's weekly tracking of station trading recorded the following transactions of at least $1 million approved by the FCC in 1991.

The list includes some deals that were approved but, for one reason or another, may not have closed before the end of the year.

GROUPS

Price: **$400 million (approximate)**
KING-TV Seattle and KREM-TV Spokane, both Wash.; KGW-TV Portland, Ore.; KTVB(TV) Boise, Idaho, and KHNL(TV) Honolulu, KOGG(TV) Wailuku and KHBC-TV Hilo, all Hawaii
Seller: King Broadcasting Co.
Buyer: King Holding Corp. (owned 50% each by Providence Journal Co. and Kelso Partners IV)

Price: **$52 million**
WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis
Seller: Great American Television & Radio
Buyer: Broadcast Alchemy Ltd.

Price: **$30 million (approximate)**
WPTF-TV Durham, WMXF-AM-FM Laurinburg, WPTF(AM)-WQDR(FM) Raleigh, all North Carolina
Seller: Durham Corp.
Buyer: F.S.F. Acquisition Corp.

Price: **$28 million**
WRVA(AM)-WRVQ(FM) Richmond and WWDE-FM Hampton, all Virginia
Seller: Edens Broadcasting Inc.
Buyer: Force II Communications LP

Price: **$17.675 million**
KOCM(FM) Newport Beach and KSRF(FM) Santa Monica, both California
Seller: Ocean Broadcasting Inc.
Buyer: Brentwood Communications Ltd.

Price: **$14.14 million**
KCOW(AM)-KAAQ(FM) Alliance and KOOQ(AM)-KELN(FM) North Platte, both Nebraska; KLOE(AM)-KKCI(FM) Goodland, KWBW(AM)-KHUT(FM) Hutchinson, KAYS(AM) and KHAZ(FM) both Hays and KHOK(FM) Great Bend, all Kansas, and KFEQ(AM) St. Joseph, Mo.
Seller: Ross Beach
Buyer: Robert E. Schmidt

Price: **$9 million**
KDBN(AM) Dallas and KMEZ-FM Fort Worth
Seller: Gilmore Broadcasting Corp.
Buyer: Granum Acquisition Corp.

Price: **$7.6 million**
WEUX(TV) Chippewa Falls, WLAX(TV) La Crosse and WBGA(TV) Green Bay, all Wisconsin
Seller: Family Group Ltd. III
Buyer: Aries Telecommunication Corp.

And The Loans Go On . . .

Radio One, Inc.
Osburn & Reynolds
Boise Viking Associates, L.P.
Big Horn Communications, Inc.
Radio America, Inc., James J. Villanueva, Daniel L. Villanueva
Paxson Broadcasting of Tampa, L.P.
And Other Prominent Broadcasters

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***Price:* $4.445 million**
WTTB(AM)-WGYL(FM) Vero Beach, Fla., and WQRC(FM) Barnstable, Mass.
Seller: Development Specialists Inc.
Buyer: Treasure Coast Broadcasting Co.

***Price:* $4.1 million**
KPAY-AM-FM Chico, Calif., and KPNW-AM-FM Eugene, Ore.
Seller: Richardson Broadcasting Co.
Buyer: McCoy Broadcasting Co.

***Price:* $3 million plus liabilities**
WSUR-TV Ponce and WLII(TV) Caguas, both Puerto Rico
Seller: Teleonce Corp.
Buyer: Estrella Brillante Ltd.

***Price:* $1.25 million**
KRLD(AM) Dallas and KODA(FM) Houston
Seller: Metropolitan Broadcasting Corp.
Buyer: Legacy Broadcasting Partnership II

***Price:* $1.007 million**
KELD(AM)-KAYZ(FM) El Dorado and KKIX(FM) Fayetteville, both Arkansas; KYKK(AM)-KZOR(FM) Hobbs, N.M., and KKTX-AM-FM Kilgore, Tex.
Seller: Noalmark Broadcasting Corp.
Buyer: William C. Nolan Jr. and Edwin B. Alderson Jr.

TV's

ALABAMA

WCFT-TV Tuscaloosa
Seller: Beacon Broadcasters Ltd.
Buyer: Federal Broadcasting Co.
***Price:* $7.5 million**

ARIZONA

KYEL-TV Yuma
Seller: Beacon Broadcasters Ltd.
Buyer: KB Media Inc.
***Price:* $1.4 million**

ARKANSAS

KPOM-TV Fort Smith (with satellite KFAA[TV] Rogers)
Seller: J.D.G. Television Inc.
Buyer: Westark Broadcasting Ltd.
***Price:* $4.383 million**

KLRT(TV) Little Rock
Seller: Little Rock Communications Association
Buyer: Clear Channel Television of Little Rock
***Price:* $6.6 million**

CALIFORNIA

KADY-TV Oxnard
Seller: McGregor Holding Corp. and E-II Holdings
Buyer: HBC Holdings Inc.
***Price:* $3.8 million**

FLORIDA

WTVX(TV) Fort Pierce
Seller: WTVW Inc.
Buyer: Krypton Broadcasting Corp.
***Price:* $8 million**

INDIANA

WTTV(TV) Bloomington (with satellite WTTK[TV] Kokomo)
Seller: WTTV Inc.
Buyer: Atlantic Broadcasting Co.
***Price:* $37 million**

IOWA

KLJB-TV Davenport
Seller: Davenport Communications Ltd.
Buyer: Quad Cities Television Acquisition
***Price:* $3.706 million**

KDSM-TV Des Moines
Seller: Duchossois Communications Co.
Buyer: River City Television Partners Ltd.
***Price:* $1.36 million**

KENTUCKY

WTVQ-TV Lexington
Seller: Shamrock Broadcasting Inc.
Buyer: Park Communications
***Price:* $11 million**

MICHIGAN

WTLJ(TV) Muskegon
Seller: Miami Valley Christian TV Inc.
Buyer: Video Mall Communications Inc.
***Price:* $2 million**

MISSISSIPPI

WXVT-TV Greenville
Seller: Big River Broadcasting Co. of Greenville
Buyer: Greenville Television Inc.
***Price:* $1.43 million**

WXXV-TV Gulfport
Seller: AmSouth Realty Inc.
Buyer: Prime Cities Broadcasters Corp. of Mississippi
***Price:* $3.2 million**

WVSB-TV West Point
Seller: Venture Systems Inc.
Buyer: Love Communications Co.
***Price:* $1.65 million**

NEW HAMPSHIRE

WNHT(TV) Concord, N.H.
Seller: Thomas J. Flatley
Buyer: Rogue Television Corp.
***Price:* $1.5 million**

NEW YORK

WOCD(TV) Amsterdam
Seller: Amsterdam Broadcasting Co.
Buyer: LG Communications
***Price:* $2.5 million**

January 29, 1992

Shamrock Broadcasting, Inc.
has completed the sale of the assets of
ABC affiliate
WTVQ TV
Lexington, KY
to
Park Communications

The undersigned initiated this transaction on behalf of the seller and assisted both parties in the negotiations

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WOKR(TV) Rochester
Seller: WOKR Partners
Buyer: Hughes Broadcasting Partners
Price: **$50 million**

WKTV(TV) Utica
Seller: Harron Communications Corp.
Buyer: Smith Television of NY Inc.
Price: **$10 million**

NORTH CAROLINA

WKFT(TV) Fayetteville
Seller: SJL Associates Ltd.
Buyer: Delta Broadcasting Inc.
Price: **$1.4 million**

WLXI-TV Greensboro
Seller: Trinity Broadcasting Network Inc.
Buyer: Radiant Life Ministries Inc.
Price: **$1.9 million**

WGHP-TV High Point
Seller: Taft Broadcasting Partners Ltd.
Buyer: Great American Television & Radio
Price: **$28 million**

OKLAHOMA

KOKH-TV Oklahoma City
Seller: Busse Broadcasting Corp.
Buyer: KOKH Acquisition Corp.
Price: **$7 million**

PENNSYLVANIA

WPGH-TV Pittsburgh
Seller: Channel 53 Licensee Inc.
Buyer: Sinclair Broadcast Group Inc.
Price: **$55 million**

PUERTO RICO

WSTE(TV) Ponce, P.R.
Seller: Channel 7 Inc.
Buyer: Siete Grand Television Inc.
Price: **$6 million**

TENNESSEE

WJFB(TV) Lebanon (Nashville)
Seller: Bryant Communications Inc.
Buyer: James W. and Lorianne C. Owens
Price: **$1.5 million**

WTVF(TV) Nashville
Seller: H&C Communications Inc.
Buyer: Landmark Television Inc.
Price: **$46 million**

TEXAS

KCIT(TV) Amarillo
Seller: Ralph C. Wilson Industries
Buyer: KCIT Acquisition Co.
Price: **$2.4 million**

KTPX(TV) Odessa (with satellite KWAB Big Spring)
Seller: James T. Taylor, receiver
Buyer: Midessa Television Co.
Price: **$4.85 million**

AM-FM's

ARIZONA

KMEO-AM-FM Phoenix
Seller: Group W Radio Inc.
Buyer: Bonneville International Corp.
Price: **$12 million**

CALIFORNIA

KBAS(AM)-KWAZ(FM) Bullhead City, Ariz.-Needles
Seller: Calnevar Broadcasting Inc.
Buyer: Green River Broadcasting Corp.
Price: **$1.284 million**

KFIG-AM-FM Fresno
Seller: KLOK Radio Ltd.
Buyer: Headliner Radio Inc.
Price: **$2,116,640**

KXDC-AM-FM Monterey-Carmel
Seller: Western Media Group Corp.
Buyer: Joaquin Financial Group Inc.
Price: **$1.1 million**

KSFO(AM)-KYA(FM) San Francisco
Seller: KSFOKYA Inc.
Buyer: First Broadcasting Co.
Price: **$13 million**

KSJX(AM)-KSJO(FM) San Jose
Seller: Narragansett Broadcasting Co. of California Inc.
Buyer: Baycom Partners Ltd.
Price: **$5.4 million**

KUHL(AM)-KXFM(FM) Santa Maria
Seller: Great Electric Communications Inc.
Buyer: Blackhawk Communications Inc.
Price: **$1.15 million**

COLORADO

KVOR(AM)-KSPZ(FM) Colorado Springs
Seller: Unistar Holdings Inc.
Buyer: SPZVOR Inc.
Price: **$1.5 million**

FLORIDA

WZAZ-AM-FM Jacksonville
Seller: Thomas M. Baumer, transfer agent
Buyer: UNC Media Group Ltd.
Price: **$2.025 million**

WCOA(AM)-WJLQ(FM) Pensacola
Seller: Norman S. Drubner
Buyer: Brem Broadcasting
Price: **$2.23 million**

WTKN(AM)-WHVE(FM) Pinellas Park-Sarasota
Seller: Susquehanna Radio Corp.
Buyer: Paxson Broadcasting of Jacksonville
Price: **$6.4 million**

GEORGIA

WGGA-AM-FM Gainesville-Cleveland
Seller: Gainesville Bank & Trust Co.
Buyer: Allied Media of Georgia Inc.
Price: **$1.15 million**

HAWAII

KONG-AM-FM Lihue
Seller: John Hutton Corp.
Buyer: Sanchez Communications Corp.
Price: **$1.5 million**

ILLINOIS

WAIT-AM-FM Crystal Lake
Seller: Crystal Lake Radio Ltd.
Buyer: Pride Communications Ltd.
Price: **$2.2 million**

INDIANA

WHUT(AM)-WLHN(FM) Anderson
Seller: Jeffrey Peek
Buyer: Anderson Radio
Price: **$1.5 million**

WASK-AM-FM Lafayette
Seller: Lafayette Broadcasting Inc.
Buyer: Schurz Communications Inc.
Price: **$8.25 million**

IOWA

KILJ-AM-FM Mt. Pleasant
Seller: KILJ Inc.
Buyer: Mediacomm Inc.
Price: **$1.03 million**

KMNS(AM)-KSEZ(FM) Sioux City
Seller: Legend Communications of Iowa Ltd.
Buyer: Chesterman Communications Sioux City Inc.
Price: **$1.4 million**

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KANSAS

KSPG(AM)-KBUZ(FM) El Dorado
Seller: Gary L. Violet
Buyer: New Life Fellowship Inc.
Price: **$1.05 million**

KENTUCKY

WPAD(AM)-WDDJ(FM) Paducah
Seller: Radio Paducah Inc.
Buyer: Purchase Broadcasting Inc.
Price: **$1.8 million**

MARYLAND

WWIN-AM-FM Baltimore-Glen Burnie
Seller: Communications Management National Ltd.
Buyer: Almic Broadcasting Inc.
Price: **$4.7 million**

MICHIGAN

WOOD-AM-FM Grand Rapids
Seller: United Artists Broadcast Properties
Buyer: Holberg Partnership
Price: **$10.5 million**

MISSISSIPPI

WALI(AM)-WROG(FM) Cumberland
Seller: Tschudy Communications Corp
Buyer: James P. O'Leary, et al.
Price: **$1.8 million**

MONTANA

KGHL(AM)-KIDX(FM) Billings
Seller: Sunrise-Montana Inc.
Buyer: Pegasus Broadcasting of Billings Inc.
Price: **$1 million**

NEBRASKA

KRGI-AM-FM Grand Island
Seller: KRGI Inc.
Buyer: JRK Broadcasting Ltd.
Price: **$1.95 million**

NEVADA

KHIT(AM)-KIIQ(FM) Sun Valley-Reno
Seller: Media Venture Management Inc.
Buyer: Radio Reno Inc.
Price: **$1 million**

NEW MEXICO

KZKL-AM-FM Albuquerque
Seller: AM-FM Communications Inc.
Buyer: Coronado Broadcasters Ltd. Inc.
Price: **$1.3 million**

NEW YORK

WKRT(AM)-WNYP(FM) Cortland
Seller: Sun Radio Broadcasting Inc.
Buyer: Northstar Broadcasting Corp.
Price: **$1.1 million**

WEBO(AM)-WQXT(FM) Owego
Seller: Frank E. Penny
Buyer: David E. and Roberta E. Stark, husband and wife
Price: **$1.24 million**

WIBX(AM)-WLZW(FM) Utica
Seller: Maritime Broadcasting Associates Ltd.
Buyer: 950 Communications Corp.
Price: **$1.3 million**

NORTH DAKOTA

KFGO-AM-FM Fargo
Seller: KFGO Inc.
Buyer: Mid-States Development Inc.
Price: **$1 million (in stock)**

OKLAHOMA

KVSO(AM)-KKAJ(FM) Ardmore
Seller: Sunburst Broadcasting Inc.
Buyer: Carter County Broadcasting Inc.
Price: **$1.28 million**

SOUTH CAROLINA

WQIZ(AM)-WKQB(FM) St. George-North Charleston
Seller: Trident Communications Corp.
Buyer: Lowcountry Media Inc.
Price: **$1.5 million**

TENNESSEE

WTJS(AM)-WTNV(FM) Jackson
Seller: Currey Broadcasting Corp.
Buyer: The American Network Group
Price: **$4 million**

TEXAS

KLVI(AM)-KYKR-FM Beaumont-Port Arthur
Seller: Hicks Broadcasting Corp.
Buyer: Texstar Communications Partners Ltd.
Price: **$1.8 million**

KMHT-AM-FM Marshall
Seller: Bayou Broadcasting Inc.
Buyer: Marshall Media Inc.
Price: **$1.016 million**

VIRGINIA

WUSQ-AM-FM Winchester
Seller: The Holt Corp of New Mexico Inc.
Buyer: Benchmark Radio Acquisition
Price: **$3.65 million**

WASHINGTON

KING-AM-FM Seattle
Seller: KING-AM-FM Inc.
Buyer: Classic Radio Inc.
Price: **$9.75 million**

WISCONSIN

WEKZ-AM-FM Monroe
Seller: Green County Broadcasting Corp.
Buyer: Stateline Partnership
Price: **$1.65 million**

WMAD-AM-FM Sun Prairie
Seller: First Choice Communications Inc.
Buyer: DPC Inc., subsidiary of Bank of Sun Prairie
Price: **$3.22 million**

WKKV-AM-FM Racine
Seller: Three Chiefs Company Inc.
Buyer: UNC Media of Milwaukee Inc.
Price: **$3.175 million**

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FM's

ARIZONA

KESZ(FM) Phoenix
Seller: Duffy II Corp.
Buyer: Arizona Television Co.
Price: **$10.4 million**

CALIFORNIA

KMLO(FM) Fallbrook
Seller: Galaxy Broadcasting Group
Buyer: KMLO Inc.
Price: **$1.25 million**

KWSS(FM) Gilroy (San Jose)
Seller: Shamrock Broadcasting Inc.
Buyer: KOOL Communications Inc.
Price: **$4.5 million**

KRMX(FM) San Diego
Seller: Sandusky Radio of Southern California Inc.
Buyer: San Diego Broadcasting Corp.
Price: **$10.1 million**

KRZQ-FM Tahoe City (Reno), Calif.
Seller: Mid South Broadcasting Co.
Buyer: Gordon Holdings Inc.
Price: **$1.5 million**

FLORIDA

WCRJ-FM Jacksonville
Seller: WCRJ Inc.
Buyer: Paxson Broadcasting of Jacksonville
Price: **$2.8 million**

WMMO(FM) Orlando
Seller: Radio Orlando
Buyer: Granum Communications Inc.
Price: **$8.15 million**

WGNE-FM Titusville
Seller: SBG Communications of Florida Inc.
Buyer: Southern Starr Ltd.
Price: **$3.5 million**

ILLINOIS

WFYR-FM Chicago
Seller: Summit-Chicago Broadcasting Corp.
Buyer: Major Broadcasting Inc.
Price: **$19 million**

WKKX(FM) Jerseyville (St. Louis)
Seller: Don Cavaleri
Buyer: Zimco Inc.
Price: **$1.856 million**

INDIANA

WWJY(FM) Crown Point
Seller: Meyer Broadcasting Corp.
Buyer: Brown Brothers Communications Inc.
Price: **$1 million**

KANSAS

KHUM(FM) Ottawa
Seller: Shaffer Broadcasting Systems Inc.
Buyer: American Broadcasting Systems Inc.
Price: **$2.3 million**

LOUISIANA

KRVV-FM Bastrop (Monroe)
Seller: My Cue Broadcasting Inc.
Buyer: Holladay Broadcasting of Louisiana Inc.
Price: **$1.04 million**

MAINE

WWFX(FM) Belfast
Seller: Belfast Broadcasting Corp.
Buyer: Union Financial Services Inc.
Price: **$1 million**

MICHIGAN

WDFX(FM) Detroit
Seller: WDTX Inc.
Buyer: WDFX Ltd.
Price: **$10.9 million**

MINNESOTA

WLOL(FM) Minneapolis
Seller: Emmis FM Broadcasting Corp. of Minnesota
Buyer: Minnesota Public Radio Inc.
Price: **$12 million**

MISSOURI

KXXR(FM) Liberty (Kansas City)
Seller: Olympia Broadcasting Corp.
Buyer: Capital Broadcasting Inc.
Price: **$2.6 million**

NEBRASKA

KLDZ(FM) Lincoln
Seller: Kempff Communications Co.
Buyer: Radio Lincoln Inc.
Price: **$1.134 million**

NEVADA

KMMK(FM) Las Vegas
Seller: Intermart Broadcasting of Las Vegas Inc.
Buyer: George Tobin
Price: **$2 million**

OHIO

WGGA-FM Cleveland
Seller: Communications Marketing Services Inc.
Buyer: Advantage Media Inc.
Price: **$1.18 million**

WXMX(FM) Upper Arlington (Columbus)
Seller: Twin Rivers Communications Ltd.
Buyer: Columbus Radio Ltd.
Price: **$2.5 million**

WBYR(FM) Van Wert
Seller: Atlantic Resources Corp.
Buyer: Southern Skies Corp.
Price: **$2.775 million**

OKLAHOMA

KZBB(FM) Poteau
Seller: Arrow Communications Inc.
Buyer: Tate Communications Inc.
Price: **$1.5 million**

PENNSYLVANIA

WYCL(FM) Boyertown (Reading)
Seller: Legend Communications of Pennsylvania Ltd.
Buyer: WDAC Radio Co.
Price: **$3 million**

SOUTH CAROLINA

WSYN(FM) Georgetown
Seller: Beach Broadcasting of SC Inc.
Buyer: Sunny Broadcasters Inc.
Price: **$1.1 million**

TENNESSEE

WQZQ(FM) Dickson
Seller: American Communications Inc.
Buyer: Montgomery Broadcasting Co.
Price: **$1.638 million**

Mayflower Broadcasting Corporation
has acquired the assets of
KKHR-FM
Anson/Abilene, Texas
from
George L. Chambers

Bob Austin, Vice President
represented both parties in this transaction.

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Doug Stephens (913) 649-5103
Al Perry (303) 239-6670
Bob Austin (303) 740-8424

WGFX(FM) Gallatin
Seller: Triangle Broadcasting Co.
Buyer: HAPA Inc.
Price: **$3.5 million**

WKQD-FM Tullahoma
Seller: Fortune Media Communications Inc.
Buyer: Camellia Broadcasters Inc.
Price: **$3.6 million**

TEXAS

KMGC(FM) Dallas
Seller: Shamrock Broadcasting Inc.
Buyer: Nationwide Communications Inc.
Price: **$11 million plus KWSS(FM) Gilroy (San Jose), Calif.**

KRSR(FM) Dallas
Seller: GWR Equity Holding Inc.
Buyer: Alliance Broadcasting Dallas Ltd.
Price: **$11 million**

KBFM(FM) Edinburg
Seller: Encore Communications Associates Ltd.
Buyer: May Broadcasting Inc.
Price: **$3.5 million**

KAMA(FM) El Paso, Tex.
Seller: Rio Bravo Broadcasting Corp.
Buyer: Dunn Broadcasting Co.
Price: **$1.8 million**

KWFS(FM) Wichita Falls
Seller: RadioSunGroup of Texas Inc.
Buyer: American General Media-Lubbock Inc.
Price: **$1.2 million**

VIRGINIA

WAVA-FM Arlington (Washington)
Seller: Emmis FM Broadcasting Corporation of Washington
Buyer: Salem Communications Corp.
Price: **$20 million**

WVGO(FM) Richmond
Seller: Daytona Group of Virginia Inc.
Buyer: Benchmark Radio Acquisition
Price: **$4 million**

WISCONSIN

WZTR(FM) Milwaukee
Seller: Mystar Communications Corp.
Buyer: Shockley Communications Corp.
Price: **$5.057 million**

AM's

CALIFORNIA

KAZN(AM) Pasadena
Seller: P,D&G Pacific Rim Broadcasting Ltd.
Buyer: Bang Kim and Edward A. Kim
Price: **$7.5 million**

KFRC(AM) San Francisco
Seller: South Jersey Radio Inc.
Buyer: Bedford Broadcasting Co.
Price: **$7.419 million**

GEORGIA

WGGA(AM) Gainesville
Seller: WGGA Radio of Gainesville Inc.
Buyer: Advantage Media Inc.
Price: **$1.18 million**

KENTUCKY

WNBS(AM) Murray
Seller: Murray Broadcasting Co.
Buyer: Keith Stubblefield, aka Troy Cory
Price: **$1.2 million**

NEW JERSEY

WNJR(AM) Newark
Seller: Sound Radio Inc.
Buyer: N. John Douglas
Price: **$6.75 million**

NORTH CAROLINA

WPTF(AM) Raleigh
Seller: Durham Life Broadcasting Inc.
Buyer: First State Communications Inc.
Price: **$5 million**

PENNSYLVANIA

WBUX(AM) Doylestown
Seller: Central Bucks Broadcasting Co.
Buyer: Network Broadcasting Corp.
Price: **$1 million**

PUERTO RICO

WAPA(AM) San Juan
Seller: The Hearst Corp.
Buyer: Carlos C. Ventura and Wilfredo G. Blanco
Price: **$1.82 million**

TENNESSEE

WXSS(AM) Memphis
Seller: Bayou Broadcasting Inc.
Buyer: Marshall Media Inc.
Price: **$1.02 million**

TEXAS

KLIF(AM) Dallas
Seller: KLIF Co.
Buyer: Greystone Broadcasting Inc.
Price: **$2 million**

WASHINGTON

KIXI(AM) Seattle
Seller: Noble Broadcast of Seattle Inc.
Buyer: Sandusky Radio Group
Price: **$3.5 million**

CLOSED !!!!
THE #1 SALE OF 1992
Billboard Magazine - Medium Market
"Adult Contemporary Station of the Year" - 1991
WMMO-FM, Orlando, Florida
Radio Orlando Partnership
to
Granum Communications, Inc.
$8,150,000

THANKS TO EVERYONE THAT MADE IT HAPPEN:

James E. Martin, Jr.
Brody Timm
P. N. Radio
Harley Park
Trisha Fiero
Bruce Timm
Gary Smithwick, Esq.
Chuck Cooper
Herb McCord
Kohlberg, Kravis & Roberts
Chase Manhattan Bank
Michael Weinstein
Peter Ferrara
Larry Bernstein, Esq.
Jack Greeley, Esq.
Bob Poe

The undersigned initiated this transaction and assisted Radio Orlando in the negotiations.
George Reed - Vice President - Jacksonville, Florida
MEDIA SERVICES GROUP, INC.
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backend distribution deal with CPT is the byproduct of an exclusive three-year, first-look motion picture development deal with Columbia Pictures Entertainment, which like CPT is a division of Sony Pictures Entertainment.

Lewis declined to identify or discuss the four pilots in development with CBS, but he confided that much of the new partnership's success—in obtaining pilot commitments from CBS Entertainment President Jeff Sagansky is due to a long-standing relationship dating to Sagansky's stint as president of Tri-Star Pictures (also Sony-owned).

Lewis said that Trilogy will make its first-time entry into TV production with RHI serving as "financier" of the initial series projects. "It is a wonderful marriage for us," said Lewis.

RHI Entertainment is best known for its co-production (with Motown Productions) of CBS's highly acclaimed 1989-90 miniseries *Lonesome Dove*, and is currently casting and doing pre-production work on *Scarlett*, the made-for sequel to "Gone with the Wind." ■

SYNDICATION UPDATE

SOLOMON TO TWENTIETH

Confirming a report in BROADCASTING (Aug. 12 and Dec. 9, 1991), Twentieth Television has named Ken Solomon executive vice president and general sales manager, reporting to newly installed domestic TV President Greg Meidel. Solomon, who had been vice president of Eastern regional sales at Buena Vista Television since 1989, will be responsible for overseeing all sales and research operations in the U.S.

Solomon has long-standing links to Meidel and Twentieth Chairman Lucie Salhany, extending back to the mid-80's, when all three were senior TV executives at Paramount Domestic Television. Solomon joined Paramount in 1981 and was later named Eastern division manager in Paramount's New York sales office.

In related news, Twentieth also named Gerry Farrell vice president of research, reporting to Solomon. Farrell comes from MTM Entertainment, where he served as a research consultant for the previous two years.

WBI/MITSUBISHI DEAL

Westinghouse Broadcasting International has entered into a production/distribution agreement with Mitsubishi International Corp. in which the latter becomes exclusive sales representative for WBI's programing catalogue in Japan. Additionally, the companies will be involved in co-production efforts for worldwide programing such as high-definition television (HDTV) co-productions, advertiser-supported shows and the expansion of satellite distribution in the Asian marketplace. Since 1990, WBI has been partnered with Mitsubishi in the co-production of *The WOWOW Entertainment Report*, the series produced in the U.S. exclusively for Japanese television.

HEATING UP

MGM Domestic Television Distribution has sold its fall 1992 off-network syndication entry, *In the Heat of the Night*, to KTLA-TV Los Angeles, tallying its 97th market (representing 73% of the U.S.). MGM has now closed nine of the top 10 and 17 of the top 20 markets since opening the sales launch two months ago.

'Heat's' Carroll O'Connor

MGM officials say that KTLA-TV, a Tribune Broadcasting-owned station, is expected to commit an early-fringe time slot to the current NBC drama. Other new stations added to the *Heat* roster are WKCF-TV Orlando, KOIN-TV Portland, Ore., WTVZ-TV Norfolk, WXXA-TV Albany, WRLH-TV Richmond and WDBJ-TV Roanoke.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 26. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.9/223/98
2. Jeopardy!	13.9/213/97
3. Oprah Winfrey Show	11.2/220/99
4. Star Trek	10.0/243/98
5. Entertainment Tonight	9.5/186/96
6. Current Affair	8.8/173/94
7. Wheel Of Fortune (Wknd)	8.2/180/74
8. Married...With Children	8.1/171/95
9. Cosby Show	7.9/206/96
10. Donahue	7.4/225/96
11. Inside Edition	7.1/127/86
12. Sally Jessy Raphael	6.2/208/97
12. WKRP in Cincinnati	6.2/237/90
14. Super Bowl Special	6.1/332/96
15. Hard Copy	6.0/173/93

MORE MARKETS

Samuel Goldwyn Television's fall 1992 half-hour weekly, *Why Didn't I Think of That?* has chalked up clearances in 35 markets—seven of the top 10—representing 45% of the U.S. Acccording to Dick Askin, president of Samuel Goldwyn Television, clearances include KABC-TV Los Angeles, WUSA-TV Washington, KPRC-TV Houston, KSDK-TV St. Louis, KOVR-TV Sacramento and WTNH-TV Hartford.

SPORTS FANS

ITC Domestic Television has added three new markets to its station lineup for the syndicated weekly *The George Michael Sports Machine*. Signing up for the late-night weekend sports magazine are KRON-TV San Francisco, KSDK-TV St. Louis and WBTV-TV Charlotte.

Since picking up the distribution rights from NBC O&O WRC-TV Washington, D.C., ITC currently has the series cleared in 133 markets—including 42 of the top 50 markets—representing 85% of the U.S. All of the NBC O&O's (including WRC-TV) renewed the series for the 1992-93 seasons.

Broadcasting's Ratings Week Jan27-Feb2

	ABC	CBS	NBC	FOX
MONDAY	18.4/28	14.3/22	11.9/18	NO PROGRAMING
8:00	5. American Music Awards 18.3/28	9. Evening Shade 15.9/24	60. Story Behind the Story 9.2/14	
8:30		13. Major Dad 15.3/23		
9:00		15. Murphy Brown 14.8/22	23. NBC Monday Night Movie—Back to the Streets of San Francisco 13.2/20	
9:30				
10:00		29. Northern Exposure 12.6/21		
10:30				
TUESDAY	13.4/22	12.4/20	11.4/18	NO PROGRAMING
8:00	7. Full House 17.2/27	16. Rescue: 911 14.4/22	35. In the Heat of the Night 12.0/18	
8:30	12. Capitol Critters 15.6/24			
9:00	State of the Union Address	State of the Union Address	State of the Union Address	
9:30				
10:00	63. Homefront 8.8/16	52. America on the Line 10.1/18	45. Law and Order 11.0/20	
10:30				
WEDNESDAY	13.7/22	11.6/19	14.0/22	NO PROGRAMING
8:00	43. Dinosaurs 11.3/18	45. Davis Rules 11.0/18	8. Unsolved Mysteries 17.0/26	
8:30	28. Wonder Years 12.8/20	56. Brooklyn Bridge 9.5/15		
9:00	3. Barbara Walters Special 18.6/28	52. Jake and the Fatman 10.1/15		
9:30			40. Seinfeld 11.5/18	
10:00	51. Civil Wars 10.4/18	17. 48 Hours 14.3/25	50. Nightmare Cafe 10.6/18	
10:30				
THURSDAY	12.7/20	11.6/18	15.6/25	9.2/14
8:00	34. Columbo 12.1/19	38. Top Cops 11.6/18	14. Cosby 15.0/24	38. Simpsons 11.6/18
8:30			11. A Diffrnt World 15.7/25	74. Drexell's Class 7.2/11
9:00		49. Street Stories 10.7/16	4. Cheers 18.4/28	61. Beverly Hills 90210 9.0/14
9:30			10. Wings 15.8/24	
10:00	20. Primetime Live 14.0/23	31. Knots Landing 12.4/21	18. L.A. Law 14.2/24	
10:30				
FRIDAY	12.0/21	9.2/16	12.2/22	5.2/9
8:00	22. Family Matters 13.4/24	48. Rescue 911 10.8/19	31. Matlock 12.4/22	80. Fox Night at the Movies—Young Guns 5.2/9
8:30	42. Capitol Critters 11.4/20			
9:00	40. Baby Talk 11.5/20	66. Tequila and Bonetti 8.5/15		
9:30	44. Billy* 11.1/19			
10:00	25. 20/20 12.2/22	68. Hearts Are Wild 8.2/15	43. In the Heat of the Night 11.7/21	
10:30				
SATURDAY	6.7/12	8.4/15	11.7/21	8.8/15
8:00	77. Capitol Critters* 6.6/12	79. Bugs Bunny Sp 5.5/10	18. Golden Girls 14.2/25	65. Cops 8.7/15
8:30	69. Who's the Boss? 7.9/14	61. CBS Saturday Movie—Sea of Love 9.0/16	45. Walter and Emily 11.0/19	56. Cops 2 9.5/16
9:00	76. Perfect Strngrs 6.8/12		20. Empty Nest 14.0/24	66. America's Most Wanted 8.5/15
9:30	70. Growing Pains 7.7/13		36. Nurses 11.9/21	
10:00	72. Angie the Lieut. 7.6/14		56. Sisters 9.5/18	
10:30	83. Lyndon Larouche 3.6/7			
SUNDAY	11.4/18	19.3/30	9.9/15	7.8/12
7:00	77. ABC News Special 6.5/10	1. 60 Minutes 22.0/36	81. Eerie, Indiana 4.5/8	73. True Colors 7.5/12
7:30			78. The Torkelsons 5.6/9	74. Parker Lewis 7.2/11
8:00	24. Am Fun Hme Vid 13.1/19	6. Murder She Wrote 17.5/26	63. Hot Country Nights 8.8/13	30. In Living Color 12.5/19
8:30	26. ABC Sunday Night Movie—Indiana Jones and the Temple of Doom 13.0/20			59. Roc 9.3/14
9:00		2. CBS Sunday Movie—Hallmark's "O Pioneers!" 18.9/29	27. NBC Sunday Night Movie—Deadly Betrayal: Bruce Curtis 12.9/20	55. Married w/Childn 9.6/14
9:30				70. Herman's Head 7.7/11
10:00				81. Get a Life 4.5/7
10:30				84. Charlie Hoover 3.2/5
WEEK'S AVGS	12.5/20	12.7/21	12.3/20	7.7/13
SSN. TO DATE	12.1/20	13.6/22	12.5/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KYAK(AM)-KGOT(FM) Anchorage □ Sold by Alaska Broadcast Communications Inc. to Alpha Broadcasting Corp. for $1.225 million. Purchase includes KIAK-AM-FM Fairbanks, Alaska. Station was purchased last year for same price. **Seller** is headed by E. Roy Paschal, and is licensee of three AM's and three FM's. **Buyer** is headed by David E. Hartman, and has no other broadcast interests. KYAK is fulltimer with modern country format on 650 khz with 50 kw. KGOT has contemporary hit format on 101.3 mhz with 26 kw and antenna 66 feet below average terrain. KIAK(AM) has modern country format on 970 khz with 5 kw. KIAK-FM has top 40 format on 102.5 mhz with 25 kw and antenna 89.5 feet below average terrain.

WZZC(FM) Benton, Pa. □ CP sold by Holt Associates Group Inc. to Robert C. Cordaro Inc. for $540,000. **Seller** is headed by Arthur H. Holt, and has interest in WKAP(AM)-WZZO(FM) Allentown-Bethlehem, Pa. Holt Communications Corp. is licensee of two AM's and three FM's. **Buyer** is headed by Robert C. Cordaro, and has interests in licensee of WWAX(AM) Olyphant, Pa., and is permittee of WZZV(FM) Olyphant, Pa. WZZC has country format on 95.9 mhz with 3 kw and antenna 328 feet above average terrain.

WLOP(AM)-WIFO(FM) Jesup, Ga. □ Sold by Jesup Broadcasting Corp. to Charles W. Hubbard Jr. for $513,000. **Seller** is headed by Don Laduke and Garry M. Davidson. Davidson has interests in WDKD(AM)-WWKT-FM Kingstree and WPUB(AM)-WCAM(FM) Camden, both South Carolina. **Buyer** has no other broadcast interests. WLOP has country format on 1370 khz with 5 kw day and 36 w night. WIFO has AC format on 105.5 mhz with 3 kw and antenna 300 ft.

KISK(FM) Lowell, Ark. □ CP sold by Whitman Broadcasting Corp. to Zenith Broadcasting Corp. for $390,000. **Seller** is headed by Douglas R. Whitman, who is general manager of KKIX(FM) Fayetteville, Ark. **Buyer** is headed by Edwin B. Alderson Jr., who owns 35% stock of Noalmark Broadcasting Corp., licensee of three AM's and four FM's. KISK is allocated to 101.9 mhz with 50 kw and antenna 492 feet above average terrain.

WKCI(FM) Hamden (New Haven), Ct. □ Sold by Noble Broadcast Group to Clear Channel Communications for $14 million. **Seller** is headed by John T. Lynch, and is licensee of eight AM's and nine FM's; it also operates Noble Merchandising Services, marketing and promotions company. **Buyer** is headed by L. Lowery Mays, and recently purchased WPTY-TV Memphis, Tenn., from Chase Communications Inc. ("Changing Hands," Feb. 3). It is licensee of eight AM's, eight FM's and six TV's. Waiver for recent purchase of KQAM(AM)-KEYN-FM Wichita, Kans., is pending. WKCI has top 40 format on 101.3 mhz with 10 kw and antenna 1,070 ft.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$205,000** □ **3**

FM's □ **$16,889,192** □ **11**

AM-FM's □ **$3,780,500** □ **7**

TV's □ **$1,635,000** □ **3**

Total □ **$22,509,692** □ **24**

1992 to Date:

AM's □ **$205,000** □ **3**

FM's □ **$18,319,192** □ **12**

AM-FM's □ **$3,780,500** □ **7**

TV's □ **$22,635,000** □ **4**

Total □ **$44,939,692** □ **26**

For 1991 total see Jan. 27, 1992 BROADCASTING.

FIRST BROADCASTING COMPANY
has acquired
KSFO-AM/KYA-FM
San Francisco, California
from
KING BROADCASTING COMPANY
$13,000,000.00
The undersigned acted as broker in this transaction
and assisted in the negotiations.

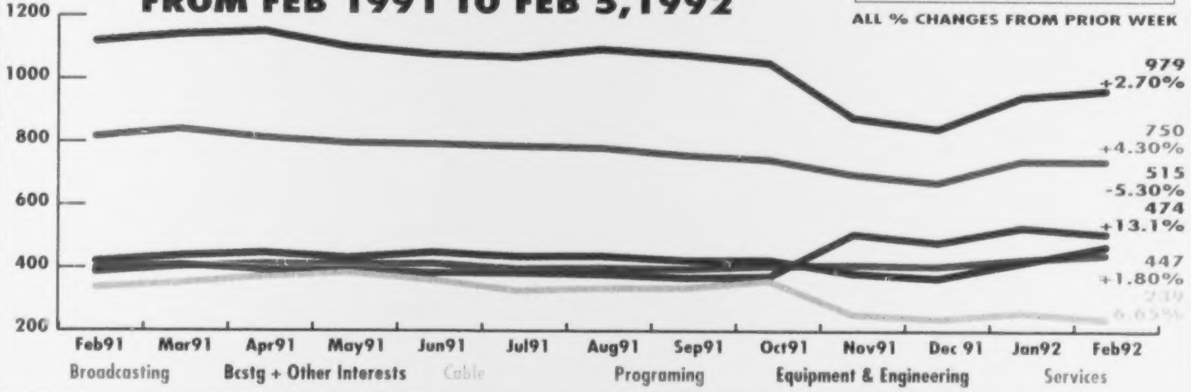
Kalil & Co., Inc.
3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

Broadcasting's By The Numbers

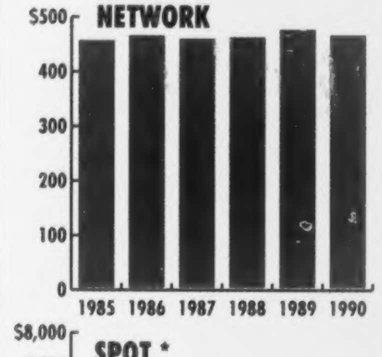
STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1991 TO FEB 5,1992

NASDAQ: 636.97 (+3.40%)
S&P Ind.: 492.88 (+1.30%)

ALL % CHANGES FROM PRIOR WEEK



STATION TIME SALES (IN MILLIONS)



* Before commissions to agencies, reps, others. Source: TVB

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	**11,062**	**1,562**	**12,624**
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	**1,489**	**199**	**1,688**
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	**974**	**1016**	**1,990**
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research

WCBS-TV'S ROGER COLLOFF DIES OF CANCER

Roger Colloff, 46, vice president and general manager, WCBS-TV New York, died of colon cancer Feb. 6 at Mount Sinai Medical Center in New York. Colloff joined CBS Inc. in 1975 as director of government affairs, Washington, leaving the following year to work on the Carter-Mondale presidential campaign and then in the administration. He returned to CBS News in 1979 as vice president and assistant to the president, and later was named vice president, director, public affairs broadcasts. He was made vice president, policy and planning, CBS Broadcast Group, in 1983 and a year later became general manager at WCBS-TV. In a statement, Laurence Tisch, chairman and CEO, CBS Inc., said of Colloff: "Roger was an outstanding broadcaster and a true professional. His leadership, ideas and inspiration will be truly missed."

Colloff is survived by his wife, Margery, a daughter and son.

named manager of creative services.

Dee Schroder, VP, television, Rogers & Cowan Inc., Los Angeles, named senior VP, television, succeeding **Maggie Begley,** who resigned to do independent TV publicity and marketing consulting.

Ed Feuerherd, writer and producer, WSB-TV Atlanta, joins WAGA-TV there in same capacity.

ALLIED FIELDS

Ernest Ford, president and owner, Ford Communications television consulting firm, Dallas, appointed executive director, The Society of Professional Journalists, Greencastle, Ind.

Linda Shea Gieseler, from West & Banks, Winston-Salem, N.C., joins Farrow, Schildhause & Wilson communications law firm, Washington, as associate attorney.

Beth Tuttle, former VP, director of communications, People for the American Way, joins The Freedom Forum, Arlington, Va., as director of advertising.

Glen Gardner, news director, KRNA(FM) Iowa City, Iowa, appointed co-chair, Iowa State Emergency Communications Committee.

DEATHS

Parks

Bert Parks, veteran radio-TV game show host who became television fixture in his 25-year stint as emcee of Miss America beauty pageant, died of inoperable lung disease Feb. 2 in La Jolla, Calif. Parks serenaded Miss Americas with his trademark song "There She Is," from 1955 to 1979. He was fired in 1980 by officials wanting to give pageant younger look. Leonard Horn, chief executive of Miss America Pageant Organization, praised Parks: "He was a very important part of our history, and because of what he contributed, we have present and future." Parks began his broadcasting career in his hometown at WGST(AM) Atlanta. He joined CBS Radio in 1933 as announcer, and later worked as game show host for *Break the Bank* (1945) and *Stop the Music* (1948). Parks gained fame on daytime and prime time quiz shows including: *Balance Your Budget, The Bert Parks Show, Double or Nothing,* and *Yours for a Song.* He had guest appearances on TV shows *Burke's Law, Ellery Queen* and *The Bionic Woman.* Survivors include his wife, Annette; a daughter, Annette Jr.; twin sons, Joel and Jeffrey, and two grandchildren.

Mary Yanofsky, 80, retired manager of magazine publicity, ABC, died of lung cancer Jan. 20 in Sayre, Pa. Yanofsky began broadcasting career writing radio scripts with stations in Harrisburg, Pa., and later CBS. She joined ABC in early 1950's and remained there until her retirement in 1975. She is survived by sister, Frieda, and brother, Herbert.

Joseph A. Sciulli, 50, engineer, died of kidney cancer in Germantown, Md., Jan. 28. Sciulli worked at NASA Goddard Space Flight Center from 1962 to 1968, developing weather satellite pictures. He later joined Comsat Laboratories as manager of voice and data processing branch. In 1974 he founded Telecommunications Techniques Corp., where he served as president and CEO until its purchase by Dynatech Corp., in 1979. He is survived by his wife, Lee; three children; his parents, and two sisters.

Brett R. Bromley, 38, broadcasting sales representative, died of heart failure in Cinnaminson, N.J. He had worked at WTVQ-TV Lexington, Ky., J. Walter Thompson, Atlanta, and Petry Television. He is survived by his mother and two brothers.

Harry R. Horvitz, 71, cable system operator, died of prostate cancer Jan. 23 in Lyndhurst, Ohio. His family owned and operated Multi-Channel TV Cable Company, which it sold in 1988. Survivors include his wife, Lois; daughter, Pam; two sons, Michael and Peter.

Richard Hunt, 40, puppeteer, died Jan. 7 of AIDS in New York. He performed on TV shows including *Sesame Street, Fraggle Rock* and *Muppet Show.*

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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FEB 17

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61st YEAR FIRST IN TELEVISION CABLE RADIO SATELLITE

☐ **NEW LIFE FOR HOURS IN FIRST-RUN SYNDICATION / 22**

☐ **FCC REJECTS MOVE TO PORTALS; LEASING PROCESS BEGINS ANEW / 35**

☐ **PINELANDS' FRAIBERG GOES PUBLIC / 44**

Thomson/RCA
News Datacom

NEXT PIECE
IS IN PLACE.

DBS takes another giant step forward. Hughes Communications, in cooperation with United States Satellite Broadcasting, has completed a contract with Thomson Consumer Electronics (RCA) and News Datacom to develop and manufacture home receiving equipment for high-power DBS. This agreement assures that completely compatible receiving equipment will be available to consumers by the December 1993 launch of the Direct Broadcast Satellite owned by USSB and Hughes.

USSB
United States Satellite Broadcasting, Inc.
3415 University Ave., St. Paul, MN 55114

07
5-DIGIT 20814
[illegible]

RETRANSMISSION CONSENT: Whose gold in them thar hills?

FLAP EXPANDS OVER BASEBALL MOVE TO CABLE

In letter to Congress, MLB Commissioner Vincent disputes BROADCASTING account of playoff plans

By Peter Viles

Baseball Commissioner Fay Vincent sought last week to defuse a controversy over the possibility that Major League Baseball would consider moving some playoff games to cable after 1993. House Subcommittee on Telecommunications and Finance Chairman Edward Markey (D-Mass.) requested Vincent's views following a BROADCASTING story (Feb. 10) reporting remarks by MLB's director of broadcasting, David Alworth.

The BROADCASTING story had said: "He [Alworth] refused to speculate on the likelihood that those games could land on pay per view," a fact that Vincent reiterated. The two accounts differed, however, in that Vincent said MLB was not even considering the pay-per-view option.

The commissioner's letter to Markey appeared to make no such specific denial as to whether MLB was considering moving some of the playoff games to basic cable. Still, Mike Connolly, a spokesman for the telecommunications subcommittee, said that, based on Vincent's letter, "We understand that baseball has no plans to move the World Series or playoffs away from over-the-air television."

But in a tape made by the International Radio and Television Society of Alworth's remarks at a Feb. 7 panel session, the MLB executive said: "The networks have told us for the last several years that there are certain games in the League Championship package that don't fit with their mission—daytime, midweek games that anger a lot of *Days of Our Lives* fans.... The point is, midweek day games are not attractive to a network audience. It's not the demographic group that's interested in baseball. Is there room to move those to cable and still protect the local market? Sure there is." Alworth's remarks spe-

This Week

Success of 'Star Trek: The Next Generation' inspiring an increase in hour dramas for syndication (p. 22)

DIVVYING THE SPOILS OF REREG / 4

The possibility that retransmission consent may soon be reality has the broadcast industry wondering which segment—program suppliers or carriers—will reap any benefit.

SYNDICATION HOUR WAY / 22

Faced with mounting series production costs for hour-long network dramas, and inspired by the success of *Star Trek: The Next Generation*, Hollywood studios are looking to first-run weekly syndication for a revenue boost.

HEDGING BETS IN MONTE CARLO / 28

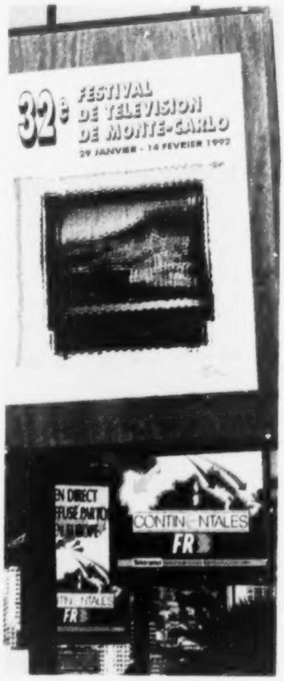
Few attendees at the Monte Carlo program market harbored illusions of a quick end to the international recession and its soft advertising market, so participants looked for strategic solutions to the cautious market.

LIGHTER-WEIGHT HEAVYWEIGHTS / 32

Boxer Mike Tyson's rape conviction may have a revenue impact beyond the forgone $85 million from the Evander Holyfield bout. The PPV industry and cable operators worry that the current crop of heavyweights does not have the strength to pull big audiences.

MOVE STANDS STILL / 35

The GSA changed its mind on moving the FCC into the Portals, located in a somewhat remote section of Southwest Washington, and has decided to start the leasing process all over again. The commission wants a site closer to the business district.


32e
FESTIVAL DE TELEVISION DE MONTE-CARLO
29 JANVIER - 14 FEVRIER 1992
EN DIRECT
CONTIN NTALES
FR3

Austere tone at Monte Carlo show (p. 28)

DEMO GROUPS' UPS, DOWNS / 40

The fall 1991 Arbitron ratings book, the first based on actual 1990 census numbers, contained a few surprises: the black population, actually growing, had to be adjusted downward, and the already growing Hispanic numbers were bumped up more.

PINELANDS' RISING STOCK / 44

A rise in broadcast-related stocks and the FCC's imprimatur on the WWOR-TV license renewal have combined to spark interest in Pinelands. The company sees no signs of suspicious stock accumulation, however.

CHANCE OF A GHOST / 48

Selected as the best performer in an NAB test, Philips Laboratories' ghost-canceling system is being marketed to cable headends, even though industry standards are not expected until mid-year.

NEWS DEPARTMENTS

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Stations are required to pick up the back end of the series if they renew them for year two (BROADCASTING, Nov. 25, 1991). ■

NBC AGREES TO CAUCUS GUIDELINES

By Steve Coe

In another example of networks and program suppliers looking to ease the high cost of production, NBC has agreed to several guidelines proposed by the Caucus for Producers, Writers and Directors. "We are pleased that Warren Littlefield [president, NBC Entertainment] and NBC have exhibited a fresh awareness of resolving areas of critical importance to the creative community," said Jerry Isenberg, chairman of the caucus.

The guidelines, which Isenberg said the caucus had been working to have adopted for years, are designed to give greater creative freedom to producers and, as a result, help to bring down costs. Perhaps the main element of the agreement deals with the need to cut down the proliferation of producer credits being given out. Both the caucus and NBC agreed that "the reckless appropriation to reward people diminishes the true value of the credit when no qualified producer service has been rendered." As a result, NBC will, when possible, approve only one credit for executive producer, producer and associate producer on each series.

Among the other provisos agreed to by NBC is eliminating the need for the studio or producer to gain approval by the network before hiring the film editor, composer or director of photography in long-form programing. NBC will also approve a minimum of three actors for starring roles in movies, rather than insisting on a single actor for a lead part. Likewise, in hiring a casting director for long-form programing, NBC will approve three people from which the producer will choose one. Finally, NBC has agreed to improve the lead time in ordering shows, and will "endeavor to give more prompt feedback and responses" with respect to script development.

According to David Levy, executive director of the caucus, NBC is the first network to officially endorse the guidelines. He said that ABC and CBS would be approached in the next two weeks about endorsing them. ■

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 2. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.2/222/98
2. Jeopardy!	13.3/213/97
3. Oprah Winfrey Show	11.5/225/99
4. Star Trek	10.0/244/98
5. Entertainment Tonight	9.1/187/96
6. Wheel Of Fortune (Wknd)	8.8/193/93
7. Current Affair	8.4/174/94
8. Married...With Children	8.1/174/95
9. Cosby Show	7.8/208/98
10. Donahue	7.2/223/98
11. Elvis Conspiracy	7.1/169/93
12. Inside Edition	6.7/129/87
13. Tri Star Showcase	6.6/175/97
14. Sally Jessy Raphael	6.3/207/95
15. Hard Copy	6.0/172/92

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NAB92
SUNDAY, APRIL 12—
THURSDAY, APRIL 16, 1992
LAS VEGAS CONVENTION CENTER

Broadcasting's Ratings Week Feb3-9

	ABC	CBS	NBC	FOX
MONDAY	13.5/21	17.6/27	10.4/16	NO PROGRAMING
8:00	54. FBI: Untold St 11.1/17	17. Evening Shade 16.3/25	20. Fresh Prince 14.6/23	
8:30	37. Amer Detective 12.4/19	10. Major Dad 18.6/28	63. NBC Monday Night Movie—Good Morning, Vietnam 9.5/15	
9:00	23. ABC Monday Night Movie—The Broken Cord 14.3/22	6. Murphy Brown 19.6/29		
9:30		12. Designg Wmn 17.1/26		
10:00		14. Northern Exposure 16.9/28		
10:30				
TUESDAY	16.5/26	14.1/23	12.5/20	NO PROGRAMING
8:00	18. Full House 16.0/25	23. Rescue: 911 14.3/22	21. In the Heat of the Night 14.5/22	
8:30	9. Home Improvmt 18.7/28			
9:00	3. Roseanne 22.9/34	27. CBS Tuesday Movie—Fugitive Among Us 14.0/23	40. Law and Order 12.0/18	
9:30	8. Coach 19.3/30			
10:00	55. Homefront 11.0/19		55. Reasonable Doubts 11.0/19	
10:30				
WEDNESDAY	10.9/18	12.6/20	13.4/22	NO PROGRAMING
8:00	52. Dinosaurs 11.2/18	58. Davis Rules 10.5/17	10. Unsolved Mysteries 18.6/30	
8:30	29. Wonder Years 13.6/21	70. Brooklyn Bridge 8.5/13		
9:00	31. Doogie Howser 13.4/21	47. Jake and the Fatman 11.5/18	33. Seinfeld 13.0/20	
9:30	60. Anything B/Love 10.0/16		45. Night Court 11.6/18	
10:00	69. Civil Wars 8.6/15	14. 48 Hours 16.9/29	64. Quantum Leap 9.4/16	
10:30				
THURSDAY	13.3/21	8.9/14	17.8/28	11.7/17
8:00	28. Columbo 13.8/21	76. Albertville '92 Preview 7.4/11	16. Cosby 16.4/25	25. Simpsons 14.2/22
8:30			6. Cosby 19.6/30	65. Drexell's Class 9.0/14
9:00			5. Cheers 19.7/29	42. Beverly Hills 90210 11.8/17
9:30			13. David Letterman 10th Anniversary Special 17.0/27	
10:00	37. Primetime Live 12.4/21	42. Knots Landing 11.8/20		
10:30				
FRIDAY	11.9/20	12.5/21	12.8/22	6.1/10
8:00	25. Family Matters 14.2/25	49. Rescue 911 11.4/20	67. Super Bloopers & Jokes Special 8.9/15	79. America's Most Wanted 6.6/11
8:30	33. Step By Step 13.0/22			
9:00	52. Baby Talk 11.2/19	33. Miss USA Beauty Pageant 13.0/22	19. Matlock 14.7/25	80. Cops: US Mrshls 6.4/11
9:30	59. Billy 10.1/17			85. Hidden Video 4.6/8
10:00	47. 20/20 11.5/20			
10:30				
SATURDAY	7.9/13	14.5/24	11.2/19	8.7/14
8:00	78. Capitol Critters 6.7/11	21. XVI Olympic Winter Games 14.5/24	29. Golden Girls 13.6/23	71. Cops 8.4/14
8:30	74. Who's the Boss? 7.8/13		50. Walter and Emily 11.3/18	61. Cops 2 9.9/16
9:00	81. Perfect Strngrs 6.3/10		32. Empty Nest 13.3/21	73. WWF Saturday Night Main Event 8.2/13
9:30	77. Growing Pains 7.3/12		55. Nurses 11.0/18	
10:00	62. The Commish 9.6/17		67. Sisters 8.9/16	
10:30				
SUNDAY	10.9/16	23.7/34	17.7/26	8.1/12
7:00	75. Life Goes On 7.7/12	1. 60 Minutes 24.2/38	45. NBC Movie of the Week—Problem Child 11.6/18	83. True Colors 6.1/10
7:30				81. Parker Lewis 6.3/10
8:00	44. Am Fun Hme Vid 11.7/17	2. XVI Olympic Winter Games 23.5/33		39. In Living Color 12.3/18
8:30	65. Am Fun People 9.0/12		4. NBC Sunday Night Movie—Kindergarten Cop 21.4/30	50. Roc 11.3/16
9:00	36. ABC Sunday Night Movie—The Burden Of Proof, Pt. 1 12.8/18			40. Married w/Childn 12.0/16
9:30				72. Herman's Head 8.3/11
10:00				84. Get a Life 5.0/7
10:30				86. Sunday Comics 3.4/5
WEEK'S AVGS	12.1/19	15.2/24	13.9/22	8.5/13
SSN. TO DATE	12.1/20	13.7/22	12.6/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Radio

SPANISH STATIONS BUOYED BY CENSUS ADJUSTMENTS

1990 count shows fewer blacks, more young people than expected

By Peter Viles

ARBITRON METRO POPULATION PROJECTIONS

Age group	*Fall 1990*	*Fall 1991*	*Percent change*
12-17	12,222,900	12,272,100	+ 0.3%
18-24	15,972,800	16,514,100	+ 3.4%
25-34	27,870,300	28,003,700	+ 0.5%
35-44	24,519,500	25,199,900	+ 2.8%
45-54	17,068,300	17,043,100	- 0.1%
55-64	13,029,400	12,631,100	- 3.1%
65 +	18,513,200	18,538,000	+ 0.1%
12 +	129,307,400	130,302,000	+ 0.8%

Source: The Interep Radio Store, based on 95 metro markets

The 1990 census contained several surprises for Arbitron, and those surprises have rippled through the radio industry, bringing good news to many Spanish stations and bad news to some urban stations.

The news was delivered with the fall 1991 Arbitron ratings book, the first one based on the 1990 census. Arbitron attempts to keep its population figures current by using a research firm, Market Statistics Inc., to estimate population changes from year to year, but the new census led to several surprising adjustments.

Those adjustments create the appearance of blips in population trends. Although the black population is growing, for example, it is not growing as fast as Market Statistics had estimated, so it was actually reduced for the fall 1991 book. In contrast, the Hispanic population is growing even faster than expected, so it was increased.

And while the 18-24 age group is shrinking, it is not shrinking as fast as was estimated, so it appeared to increase for the fall 1991 book (see chart).

In some markets, the resulting adjustments were dramatic. In Los Angeles, for example, the black population was reduced by 20%. And after two years of steady growth, urban-format KKBT(FM) Los Angeles saw its share drop from 4.9 to 3.8.

"We weren't really aware of the impact of [the census] until the book came out," says Craig Wilbraham, general sales manager at KKBT. "We said, 'Wait a minute. What happened here?' "

"For all the urban stations in Los Angeles, their population base is suddenly down," says Gerry Boehme, senior vice president and director of research, Katz Radio Group. "The assumption would be that every station would lose 20% of its audience, through no fault of its own."

> *"It has been a tremendous boost for the Spanish market. We spent all of the 1980's living with a bad census that undercounted Hispanics."*
>
> **Janet Therien, VP, director of research & marketing Katz Hispanic Radio**

Wilbraham says he has been trying to convince advertisers the census figures are wrong. He has powerful allies—the city itself is challenging the accuracy of the count. "It's inconceivable that 200,000 blacks moved out of Los Angeles," he says. "That just doesn't happen. It's an undercount.

"It's made our negotiations a little more difficult," he says. "We've had to work a little harder. But we haven't lost any business because of the census. For the short term, it's slowed our growth slightly."

Spanish stations, meanwhile, are understandably pleased with the new figures. A Katz research analysis of point delivery by format showed Spanish gaining 14.7% from fall 1990 to fall 1991, from 6.8 to 7.8. The same survey showed urban losing 14.5%, from 8.0 to 7.1.

"It has been a tremendous boost for the Spanish market," says Janet Therrien, vice president and director of research and marketing at Katz Hispanic Radio. "We spent all of the 1980's living with a bad census that undercounted Hispanics."

Therrien contends that even with the dramatic increases shown by the census, the Hispanic population is still underestimated. "I don't consider a

14% increase for Spanish-language radio a huge leap," she says. "I think if we had a better survey method and a larger sample, that number might actually be higher. I still think it's quite heavily underrepresented by rating services."

The increase in the Hispanic population nationally prompted Arbitron to designate six more cities as Hispanic markets in which it will measure and weight Hispanic households: Washington, Boston, Las Vegas, Amarillo, Santa Rosa and the tri-cities in Washington of Richland, Kennewick and Pasco. Arbitron measures Hispanic households only in markets where there are 150,000 or more Hispanics or where Hispanics make up 10% or more of the total population.

Jeff Wakefield, executive vice president, director of research, The Interep Radio Store, cautions against reading too much into the adjustments. He points to the 18-24 age group, which was increased by 3.4% from fall 1990 to fall 1991. "People shouldn't react to that by thinking that 18-to-24's are a fast-growing group," he says. "Because they're not." ■

CPB FUND WINNERS

A study of ways to make public radio's $30-million news investment available to Spanish-speaking audiences and the creation of a Spanish-language public radio network were among the 24 projects selected as finalists in the Corporation for Public Broadcasting's $4.5-million Radio Program Fund. Both were proposed by Radio Bilingue Inc. of Fresno, Calif. ■

WESTWOOD ONE POSTS RECORD REVENUE GAIN

1990 exchange offer, cost efficiencies buoy network's bottom line

By Reed E. Bunzel

Westwood One Inc. last week reported record revenue of $41 million for the fourth quarter of 1991 (ending Nov. 30), an increase of 8% over the $37.9 million revenue posted in the fourth quarter of 1990. While the company still posted a quarterly net loss of $1.338 million, or $.09 per share, the fourth quarter showed a 62% improvement over the net loss of $3.538 million, or $.24 per share, in the prior year's fourth quarter.

The Los Angeles-based company also reported that operating income for the fiscal year improved 51% to $3.058 million from $2.023 million in 1990. Loss before extraordinary gain in fiscal year 1991 was $16.782 million and $1.13 per share, an 8% improvement over 1990's loss of $18.175 million and $1.25 per share. Net income in fiscal 1991 was $8.836 million ($.60 per share) compared with a net loss of $18.175 in 1990, due primarily to Westwood One's 1990 offer to exchange $98.5 million in convertible bonds for new securities (BROADCASTING, Nov. 26 and Dec. 24, 1990).

The net result of that exchange offer was "to knock $50 million in debt off our balance sheet and to lower our interest burden" for 1991, said Norm Pattiz, company chairman/chief executive officer.

Revenue in fiscal 1991 declined nominally to $144.350 million from $145.904 million in 1990.

In a corporate statement, Pattiz said that the company's improved financial status was the result of "improving operating performance and decreasing...financial leverage." He said the company has "initiated actions which will, hopefully, have a positive impact in 1992 and beyond, such as increasing our network radio audience, redirecting our strategy at KQLZ-FM 'Pirate Radio' toward a less risky approach with better operating leverage, and continuing to pursue further efficiencies in our costs and expenses."

> *The company posted a quarterly net loss of $1.338 million, and Chairman/CEO Norm Pattiz says, "We don't see anything in the first six months of '92 that indicates business will get much better."*

Pattiz told BROADCASTING that 1991's net income was a direct and "dramatic effect" of the 1990 exchange offer, and most likely constituted a one-time event unless further financial restructuring was implemented, which he did not rule out. Additional 1991 earnings gains "came from improvement at the network and the cost cuts that we made over the course of 1990 that benefited us in 1991," Pattiz said.

While continuing to show improvement, Westwood One still faces financial difficulties "inherent to any advertiser-driven company," Pattiz said. Despite steady gains in network audience numbers and methodical but slow fine-tuning at KQLZ-FM "Pirate Radio," he said he anticipates flat to negative-5% growth for 1992. "We don't see anything in the first six months of '92 that indicates business will get much better," Pattiz observed. "If I said I was cautiously optimistic, the key word would be 'cautiously.' " ■

WESTWOOD'S 4TH-QUARTER/FISCAL YEAR RESULTS

(Add 000,000)

	Three Months Ended November 30		*Fiscal Year Ended November 30*	
	1991	*1990*	*1991*	*1990*
Revenue	$41,019	$37,967	$144,350	$145,904
Operating Income	4,291	1,153	3,058	2,023
Loss before tax/extra. gain	(2,081)	(5,420)	(24,364)	26,151)
Loss before extra. gain	(1,338)	(3,538)	(16,782)	(18,175)
Extraordinary gain	—	—	25,618	—
Net income (loss)	($1,338)	($3,538)	$8,836	($18,175)

KING SELLS LAST OF RADIO PROPERTIES

The last of King Broadcasting Co.'s radio properties, KGW(AM)-KINK(FM) Portland, Ore., was purchased last week by broadcaster Luis G. Nogales and an investment firm for $11.5 million plus net working capital (see "Changing Hands"). The deal is expected to be completed sometime in May, according to Kalil & Co. broker Kelly Callan, who is representing the stations.

The company's TV stations and cable systems were sold last year to affiliates of a joint venture formed between group owner and newspaper publisher Providence Journal Broadcasting Corp. and Kelso & Co. for approximately $400 million, and are still operated under King Broadcasting. That deal is expected to be completed by the end of February, according to Suzanne Sorknes, vice president and general counsel at King Broadcasting.

Sisters Harriet S. Bullitt and Priscilla Bullitt Collins, former majority shareholders of King Broadcasting and daughters of the company's founder, Dorothy Stimson Bullitt, formed a company to buy KING-AM-FM Seattle for $9.75 million; that deal was expected to close last Friday (Feb. 14). The sale of King's San Francisco stations KSFO(AM)-KYA(FM), purchased by First Broadcasting Co. for $13 million, closed Jan. 27.

Nogales, who is planning to build a station group, is the former chairman and chief executive officer of United Press International. He was formerly with Golden West Broadcasters, owned by Gene Autry, and currently serves on the board of trustees at Stanford University. Also supplying financing is Lombard Investments Inc., a financial investment firm based in San Francisco. –JG

stock of Jacor Communications Inc., which owns five AM's and six FM's. **Seller** is headed by N. John Douglas, who is also purchasing WVVX(FM) Highland Park, Ill. (Chicago) (see below). He also recently purchased KWIZ-FM Santa Ana, Calif. ("For the Record," Jan. 6). Douglas Broadcasting is parent company of licensees of KWWN(FM) Placerville, KEST(AM) San Francisco, KOBO(AM) Yuba City, KAGR(FM) Ventura, KMLO(FM) Fallbrook and KMAX(FM) Arcadia, all California. Douglas is also sole shareholder of general partner of licensee of WKNR(AM)-WGAR-FM Cleveland. WNDZ has religious format on 750 khz with 2.5 kw day. WVVX has ethnic, heavy metal format on 103.1 mhz with 3 kw and antenna 241 feet above average terrain.

WRXR(FM) Aiken, S.C. (Augusta, Ga.) □ Sold by Guardian Broadcasting Co. Inc. to J&L Broadcasting Inc. for $1.5 million. **Seller** is headed by Leon A. Dunn Jr., who also owns WMGR(AM)-WJAD(FM) Bainbridge-Albany, Ga. **Buyer** is headed by Donald L. Wilks and Jeffery Wilks. WRXR-FM has classic rock format on 96.3 mhz with 50 kw and antenna 699 feet above average terrain. *Broker: Snowden Associates.*

WFXL(TV) Albany, Ga. □ Sold by NewSouth Broadcasting Inc. to TV 57 Live Oak-Gainesville Inc. for $1.4 million. **Seller** is headed by Manuel A. Cantu and is licensee of WGNM(TV) Macon, Ga.; New South Broadcasting of Knoxville is licensee of WKCH-TV Knoxville, Tenn. **Buyer** is headed by Lynda Callaway, and has no other broadcast interests. WFXL is Fox affiliate on ch. 31 with 1,580 kw visual and 150 kw aural and antenna 990 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$4,514,101** □ **7**

FM's □ **$5,016,519** □ **7**

AM-FM's □ **$12,075,000** □ **3**

TV's □ **$825,000** □ **2**

Total □ **$22,430,620** □ **19**

1992 to Date:

AM's □ **$4,719,101** □ **10**

FM's □ **$23,335,711** □ **19**

AM-FM's □ **$15,855,500** □ **10**

TV's □ **$23,460,000** □ **6**

Total □ **$67,370,312** □ **45**

For 1991 total see Jan. 27, 1992 BROADCASTING.

WUST(AM) Washington □ Sold by District Group Communications Inc., debtor, to New World Radio Ltd. for $1.15 million. **Seller** is headed by trustee Barry Skidelsky, who is applicant for new FM in Queensbury, N.Y.; he intends to file for review of Review Board's decision, which denied application. **Buyer** is headed by James M. Weitzman, who holds minority stock interest in parent corporation of licensees of WGNE-FM Titusville, Fla.; WACO-AM-FM Waco, Tex., and WVMX(FM) Stowe, Vt. WUST has gospel format on 1120 khz with 1 kw day.

WJDZ(FM) Levittown, P.R. □ Sold by Community Educational Group Corp. to Clamor Broadcasting Network Inc. for $800,000 on terms. **Seller** is headed by Aurio Matos, who is applicant for new FM at Culebra, P.R. **Buyer** is headed by Jorge R. Garcia, who is assignee in application of WORR(AM) Quebradillas, P.R. WJDZ has educational and Spanish format on 88.5 mhz with 35 w and antenna 121 feet above average terrain.

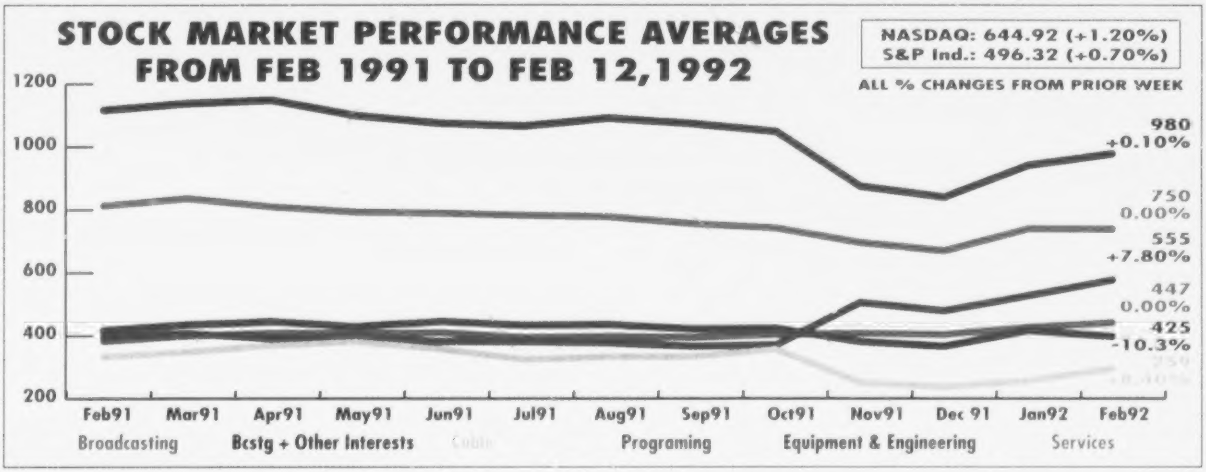
KXOW(AM)-KLAZ(FM) Hot Springs, Ark. □ Sold by KZ Radio Ltd. to Noalmark Broadcasting Corp. for $525,000. **Seller** is headed by Louis Schaaf; Billy H. Thomas and Jerry E. Morris are each 25% stockholders of KZ Broadcasting Inc., general partner of assignor, and licensee of KDEZ(FM) Jonesboro (recently sold, see "For the Record," Jan. 27) and KZKZ(AM) Greenwood, all Arkansas; WXLS-AM-FM Biloxi-Gulfport and WJKX(FM) Ellisville, both Mississippi, and KLAA(FM) Tioga, La. **Buyer** is headed by William C. Nolan Jr., and is also licensee of KELD(AM)-KAYZ(FM) El Dorado and KKIX(FM) Fayetteville, both Arkansas; KKTX-AM-FM Kilgore, Tex., and KYKK(AM) - KZOR(FM) Hobbs, N.M. KXOW has beautiful music format on 1420 khz with 5 kw day and 87 w night. KLAZ has AC format on 105.9 mhz with 95 kw and antenna 994 feet above average terrain.

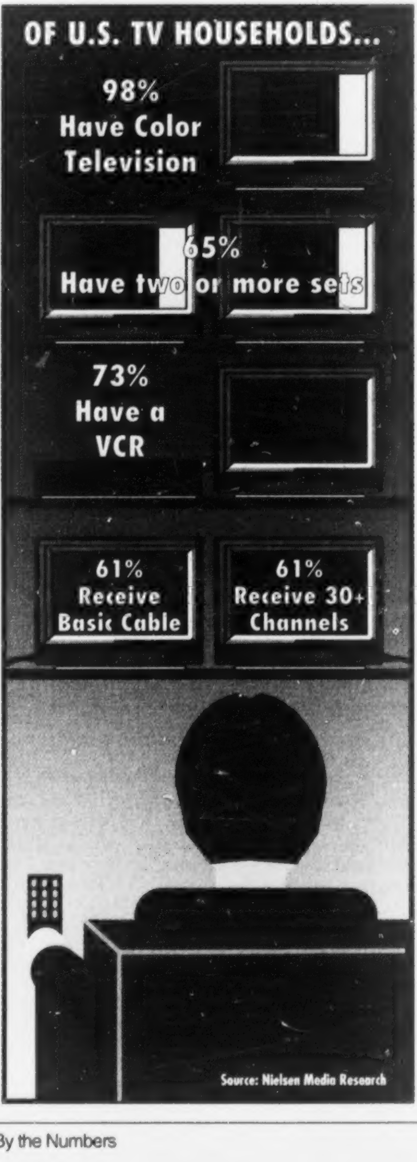
WJEM(AM) Valdosta, Ga. □ Sold by Lowndes County Broadcasting Co. to WJEM Inc. for $401,382, assumption of existing debt. **Seller** is headed by H. Vernon Arnold, and has no other broadcast interests. **Buyer** is headed by J.C. Johnson, and has no other broadcast interests. WJEM has country format on 1150 khz with 5 kw day.

WHVW(AM) Hyde Park, N.Y. □ Sold by Mid-Hudson Broadcasting Inc. to Joseph-Paul Ferraro for $350,000 on

Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1991 TO FEB 12,1992




OF U.S. TV HOUSEHOLDS...
98%
Have Color
Television
65%
Have two or more sets
73%
Have a
VCR
61%
Receive
Basic Cable
61%
Receive 30+
Channels

Source: Nielsen Media Research

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	**11,062**	**1,562**	**12,624**
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	**1,489**	**199**	**1,668**
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	**974**	**1016**	**1,990**
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

er, CNN, Washington, named general assignment reporter there.

Deborah Vogel, from KTTV(TV) Los Angeles, joins KCAL(TV) Norwalk, Calif. (Hollywood), as senior sports producer.

Manuel A. De La Rosa, general assignment reporter, South Central Community News, Los Angeles, joins KOSA-TV Odessa, Tex., as reporter.

Cathy Hobbs, reporter, WOLO-TV Columbia, S.C., joins WSMV(TV) Nashville as general assignment reporter.

Charlotte Thomas, from KYMA (TV) Yuma, Ariz., joins KBAK-TV Bakersfield, Calif., as reporter.

Dave Deeley, sports director, WUFT(TV) Gainesville, Fla., joins WWSB(TV) Sarasota, Fla., as weekend sports anchor.

Steve Snyder, from KDLT(TV) Mitchell, S.D. (Sioux Falls), joins KOLR(TV) Springfield, Mo., as news director.

Mark McGlashen, chief photographer, WJRT-TV Flint, Mich., named assignment editor.

David Dalton, producer, assignment editor and assignment manager, WXII(TV) Winston-Salem, N.C., named executive producer.

Sue Abrams, from WPDE-TV Florence, S.C. (Myrtle Beach), joins WDAF-TV Kansas City, Mo., as anchor. **Rhonda Scholting,** freelance writer and producer, Wichita, Kan., joins WDAF as 5 p.m. producer.

Appointments at WLOS(TV) Asheville, N.C.: **Joy Gregg,** from Harvard University, Cambridge, Mass., named news director; **Charles McNeil,** part-time associate news producer, named sports reporter and anchor; **Kathy Sittron,** part-time production assistant, named production assistant; **Barry Martin,** recent graduate, Gardner-Webb College, Boiling Springs, N.C., and **John Inman,** from Carolina Power & Light Co., named part-time production assistants.

Jerry Jacob, from WJHG-TV Panama City, Fla., joins KSPR(TV) Springfield, Mo., as weekend sports anchor.

John Kay, from WMGC-TV Binghamton, N.Y., joins WHEC-TV Rochester, N.Y., as part-time meteorologist.

Deborah Allen, formerly with KQTV(TV) Saint Joseph, Mo., joins KTAJ(TV) there as public affairs director and host.

Gretchen Karr, from Home Network Satellite News, Tallahassee, Fla., joins WKYC-TV Cleveland as reporter and anchor.

TECHNOLOGY

Robert G. Thomas, director, technology and equipment planning, Capital Cities/ABC, New York, retired.

Esther Rodriguez, from Satellite Video Center, joins General Instrument's VideoCipher division, San Diego, Calif., as VP, marketing and communications.

Greg James, operations manager, KSL-TV Salt Lake City, named director of engineering and technical operations.

Bob Bell, chief engineer, WSBT-TV South Bend, Ind., retired.

David Niswonger, regional director, customer service, Cencom Cable Television, St. Louis, named system manager.

Edwin Karl, engineering manager, WNAC-TV Providence, R.I., named director of engineering for parent company Northstar Television.

Paul R. Bronkar, formerly with LRP Video, joins Varitel Video, Los Angeles, as colorist.

Ernst L. Ranft, formerly with Lifestyles LP, joins Ampex Recording Media Corp., Redwood City, Calif., as VP, operations.

PROMOTION AND PR

Amy Adelson, VP, development, ABC Productions, Los Angeles, named senior VP, creative affairs.

Bob Druckenmiller, executive VP and general manager, Porter/Novelli, Washington, named president.

ALLIED FIELDS

Carole Simpson, senior correspondent, ABC News, New York, appointed to three-year term on Radio Television News Directors Foundation's board of trustees, and scholarship has been established in her name.

Andy Butler, director of engineering, WBAL(AM)-WIYY(FM) Baltimore, joins National Association of Broadcasters, Washington, as staff engineer, conference programing, science and technology department. **Terri Rabel,** director of government relations, NAB, named VP, operations.

DEATHS

Alex Haley, 70, author of *Roots,* died of heart attack Feb. 10 in Seattle, where he was scheduled to speak that day. ABC-TV attracted 130 million viewers in 1977 with adapted 12-hour miniseries of Haley's *Roots: The Saga of an American Family.* Most recently he was completing book about his fraternal grandmother, titled "Queenie," that CBS-TV plans to develop into miniseries. He is survived by his third wife, My, and son, Bill.

Gaylert N. Burrow, 43, TV photographer, died Jan. 24 of melanoma in Louisville, Ky. He co-owned Burrow Bluegrass Productions in Louisville, Ky., had stints at WHAS-TV and WLKY-TV, both Louisville, and freelanced for ABC News and CBS News.

Bill Strange, 62, actor, died of cancer Feb. 6 in Reno. Strange starred in ABC-TV's "Colt 45" in 1950's.

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UP TO BAT
WITH MR. BASEBALL

CABLE FILLS THE PRIMARY VOID

CNN, C-SPAN blanket their airwaves with N.H. election coverage; networks offer specials, cut-ins

By Steve McClellan

For news junkies and the politically astute, cable was clearly the medium of choice for following last week's New Hampshire primary.

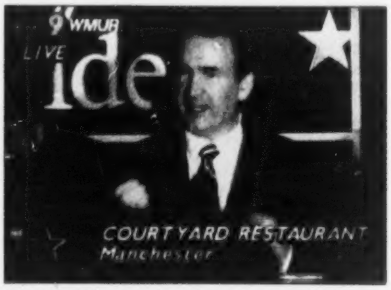
CNN and C-SPAN provided live blanket coverage for a week or more leading up to the Tuesday, Feb. 18, primary, where the big story was Republican contender Pat Buchanan's surprisingly strong showing.

CNN's anchor team of Bernard Shaw and Catherine Crier spent a week telecasting live from the state, and C-SPAN set up a studio Feb. 8 at an inn just outside Manchester.

Of the three major networks, only one, NBC, devoted an hour of prime time (10 p.m.-11 p.m. ET) to the primary. ABC and CBS provided cut-ins during the evening to report results, and ABC's *Nightline* that night was devoted to the election.

PBS's *MacNeil/Lehrer NewsHour* was more aggressive. The broadcast expanded to three hours of live coverage on Tuesday and devoted its entire regular broadcast on Wednesday to analyzing the results.

While coverage by the big three was not expansive, the tidbits they provided in prime time generated far more audience than did CNN's for the entire evening. For example, ABC's three-minute update at 8 p.m., leading into *Full House,* generated a 15.1/24 rating. An hour and 15 minutes later, in the middle of *Roseanne*, another



Buchanan's surprise showing in New Hampshire provided a good lead for media stories

This Week

Ted Turner, with help from his friends, set to launch The Cartoon Network in October (p. 31).

THE COMMISH / 4

In an exclusive interview with BROADCASTING, Baseball Commissioner Fay Vincent says "there's no thought of" moving any part of the league championship to cable. As for PPV playoffs, "nobody has really shown me a way in which pay per view works," he says.

NICHOLAS OUT, LEVIN IN / 14

Time Warner last week announced the resignation of President and co-CEO Nicholas J. Nicholas and the unanimous election of Gerald Levin, vice chairman and COO, to succeed him. Levin is considered to be more in line with company Chairman Steve Ross.

CREATIVE FINANCING / 20

Its goal of filling five late nights a week with action dramas has prompted CBS to seek out inexpensive alternatives to the high cost of series production. In spite of poor clearances, numbers continue to grow for *Crimetime After Primetime*.

FOX PUSHING LOCAL NEWS / 21

Armed with focus group findings showing that younger adults and working parents would like an earlier nighttime newscast, Fox Broadcasting Co. is hoping to convince some affiliates to get into the local news business.

CLASH OF THE TITANS / 28

Citing the current lack of competition, the regional Bell companies asked a congressional committee last week for the chance to compete in the information services marketplace. Newspaper publishers took an opposing view.

MEET GEORGE JETSON... / 31

Flush with cartoon titles from its newly acquired Hanna-Barbera library, TBS made an earlier-than-expected announcement of the launch of The Cartoon Network. The 24-hour basic-cable animation channel is set to hit homes in October.

SPORTS ON SATELLITE / 33

The VideoCipher-Plus promise of piracy-protected transmissions could usher in an expansion of satellite sports programing, if a National Hockey League agreement is any indication.

RADAR REPORT / 34

The RADAR 44 numbers, covering fall '91, show radio network listening numbers are mostly flat compared with spring '91 levels. ABC Prime continued to hold the top spot, and Westwood One networks, coming off a big jump in its spring numbers, showed the steepest declines.

ADS UP, BUT HOW MUCH? / 36

Advertising forecasters differ on the details, but signs point to an improved '92 for total TV ad sales. The average prediction for growth—4.1%—may not be enough to boost the medium back to 1990 levels.

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Broadcasting's Ratings Week Feb10-16

	ABC	CBS	NBC	FOX
MONDAY	15.0/23	19.1/29	13.5/20	NO PROGRAMING
8:00	20. FBI: Untold St 14.3/22	5. XVI Olympic Winter Games 19.1/29	18. Fresh Prince 14.9/23	
8:30	17. Amer Detective 15.0/22		27. Blossom 13.1/19	
9:00	16. ABC Monday Night Movie—Burden of Proof Pt. 2 15.1/23		26. NBC Monday Night Movie—In the Line of Duty: Siege at Mari 13.2/20	
9:30				
10:00				
10:30				
TUESDAY	15.4/23	21.5/32	12.2/18	NO PROGRAMING
8:00	14. Full House 15.8/24	2. XVI Olympic Winter Games 21.5/32	23. In the Heat of the Night 14.0/20	
8:30	8. Home Improvmt 17.6/25			
9:00	7. Roseanne 18.3/26		34. Law and Order 12.1/17	
9:30	11. Coach 16.2/23			
10:00	33. Class Clowns 12.3/19		45. Reasonable Doubts 10.5/17	
10:30				
WEDNESDAY	9.1/14	16.7/26	13.1/21	NO PROGRAMING
8:00	49. Dinosaurs 10.2/16	10. XVI Olympic Winter Games 16.7/26	12. Unsolved Mysteries 16.0/25	
8:30	38. Wonder Years 11.3/17			
9:00	44. Doogie Howser 10.6/16		35. Seinfeld 12.0/18	
9:30	64. Anything B/Love 7.6/12			
10:00	65. Civil Wars 7.3/12		40. Night Court 11.2/19	
10:30				
THURSDAY	10.7/16	19.2/29	14.0/21	10.9/16
8:00	43. Columbo 10.9/16	4. XVI Olympic Winter Games 19.2/29	24. Cosby 13.9/21	29. Simpsons 12.9/19
8:30			25. A Diffrnt World 13.7/21	60. Drexell's Class 8.8/13
9:00			15. Cheers 15.5/23	42. Beverly Hills 90210 11.0/16
9:30			19. Wings 14.7/21	
10:00	46. Primetime Live 10.4/17		28. L.A. Law 13.0/21	
10:30				
FRIDAY	10.7/19	16.8/30	10.4/19	5.4/10
8:00	31. Family Matters 12.7/23	9. XVI Olympic Winter Games 16.8/30	67. Toonces 7.1/13	69. America's Most Wanted 6.7/12
8:30	36. Step By Step 11.6/20		41. NBC Movie of the Week—Kindergarten Cop 11.1/20	
9:00	48. Baby Talk 10.3/18			74. Firehouse 4.9/9
9:30	57. Billy 9.0/16			77. Hidden Video 3.2/6
10:00	49. 20/20 10.2/18			
10:30				
SATURDAY	9.4/16	18.8/31	9.4/16	8.8/15
8:00	71. Capitol Critters 6.3/11	6. XVI Olympic Winter Games 18.8/31	38. Golden Girls 11.3/19	63. Cops 8.2/14
8:30	61. Who's the Boss? 8.6/14		55. Walter and Emily 9.2/15	56. Cops 2 9.1/15
9:00	46. ABC Saturday Night Movie Special—Beverly Hills Cop 10.4/17		37. Empty Nest 11.5/19	57. Cops 3 9.0/15
9:30			53. Nurses 9.8/16	59. Cops 4 8.9/14
10:00			66. Sisters 7.2/12	
10:30				
SUNDAY	10.6/16	22.0/34	11.0/17	8.6/13
7:00	62. Life Goes On 8.3/14	1. 60 Minutes 24.4/40	76. The Torkelsons 4.4/7	70. True Colors 6.4/11
7:30			73. The Torkelsons 5.6/9	72. Parker Lewis 6.2/10
8:00	22. Am Fun Hme Vid 14.1/21	3. XVI Olympic Winter Games 21.2/32	68. Hot Country Nights 6.9/10	32. In Living Color 12.6/19
8:30	29. Am Fun People 12.9/19			52. Roc 10.1/15
9:00	49. ABC Sunday Night Movie—Ghostbusters II 10.2/15		12. NBC Sunday Night Movie—In the Best Interests of the Children 16.0/24	21. Married w/Childn 14.2/20
9:30				54. Herman's Head 9.5/14
10:00				75. Paul Rodriguez Special 4.7/7
10:30				
WEEK'S AVGS	11.5/18	19.3/30	11.9/19	8.4/13
SSN. TO DATE	12.1/20	13.9/23	12.5/20	7.8/12

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

NETWORK LISTENERSHIP FLAT IN RADAR 44

Westwood One networks dip after '91 spike; ABC's Paul Harvey still tops

By Peter Viles

RADAR 44, the network radio ratings for fall 1991, shows that network listenership remained essentially flat through 1991, while three of the four young adult networks and three of the four Westwood One networks lost ground from the spring book to the fall book.

ABC Radio and its venerable newscaster, Paul Harvey, again dominated the ratings. ABC Prime held its spot as the most listened-to network (see chart), and ABC networks claimed 19 of the 20 top-rated programs. Harvey's weekday morning show led all programs, with 6.4 million listeners, and his three weekday programs were heard by a total of 14.5 million people.

RADAR 44, which measured 15 networks owned by five companies, shows that total network listenership (Monday-Sunday, 6 a.m.-7 p.m., persons 12-plus) dropped only slightly, from 31.8 million to 31.6 million, or 0.5%.

"You look at the total tonnage across 15 radio networks and there's almost no movement," observed Bill McClenaghan, senior vice president, research and development, ABC Radio Network.

The new ratings, released last week, were the first since Sheridan Broadcasting and National Black Network combined to form American Urban Radio Network, a move that cut the number of networks from 16 to 15.

The steepest declines from RADAR 43 to RADAR 44 were posted by Westwood One networks. Westwood/Mutual was down 4.1% (Monday-Sunday, 6 a.m.-7 p.m., total persons 12-plus), while W.O.N.E. was down 10.3% and Westwood/Source dropped 8%. Westwood/NBC, meanwhile, gained 5.9%.

Researchers at other networks said that those drops were not necessarily cause for alarm at Westwood One, and may reflect an abnormally strong showing by Westwood One networks in RADAR 43 rather than a decline in RADAR 44.

"Maybe they had a bump the last book, a positive bump that you can hardly explain," said a researcher for a rival network.

Still, Mutual Broadcasting remains the number two network for adults 12-plus and 25-54, despite respective declines of 4.1% and 8.9%, which Westwood One President William Battison discounts because of the

RADAR 44—FALL VS. SPRING 1991

Volume 2, network audiences to all commercials.
Average quarter-hour summary by network, Mon.-Sun., 6 a.m.-7 p.m.

TOTAL PERSONS, 12+

	Spring 1991		Fall 1991		
Network	*AQH*	*Rank*	*AQH*	*Rank*	*% Chg.*
ABC Prime	**5,258,000**	**1**	**5,389,000**	**1**	**+2.5%**
Westwood Mutual	**3,380,000**	**2**	**3,242,000**	**2**	**-4.1%**
ABC Platinum	**2,800,000**	**3**	**2,849,000**	**3**	**+1.8%**
CBS Spectrum	**2,361,000**	**5**	**2,408,000**	**4**	**+2.0%**
ABC Genesis	**2,475,000**	**4**	**2,352,000**	**5**	**-5.0%**
Unistar Super	**2,346,000**	**6**	**2,239,000**	**6**	**-4.6%**
Unistar Ultimate	**2,183,000**	**7**	**2,045,000**	**7**	**-6.3%**
CBS Radio Network	**1,721,000**	**9**	**1,753,000**	**8**	**+1.9%**
W.O.N.E.	**1,894,000**	**8**	**1,698,000**	**9**	**-10.3%**
Westwood/NBC	**1,524,000**	**11**	**1,614,000**	**10**	**+5.9%**
Westwood/Source	**1,613,000**	**10**	**1,484,000**	**11**	**-8.0%**
Unistar Power	**1,254,000**	**12**	**1,388,000**	**12**	**+10.7%**
ABC Excel	**1,213,000**	**13**	**1,107,000**	**13**	**-8.7%**
ABC Galaxy	**1,024,000**	**14**	**1,028,000**	**14**	**+0.4%**
American Urban	**N/A**		**998,000**	**15**	**N/A**

TOTAL PERSONS, 25-54

	Spring 1991		Fall 1991		
Network	*AQH*	*Rank*	*AQH*	*Rank*	*% Chg.*
ABC Prime	**2,993,000**	**1**	**3,022,000**	**1**	**+1.0%**
Westwood/Mutual	**1,847,000**	**2**	**1,682,000**	**2**	**-8.9%**
ABC Platinum	**1,475,000**	**3**	**1,467,000**	**3**	**-0.5%**
CBS Spectrum	**1,326,000**	**5**	**1,373,000**	**4**	**+3.5%**
ABC Genesis	**1,348,000**	**4**	**1,365,000**	**5**	**+1.3%**
Unistar Super	**1,313,000**	**6**	**1,274,000**	**6**	**-3.0%**
Unistar Ultimate	**1,251,000**	**7**	**1,204,000**	**7**	**-3.8%**
W.O.N.E.	**1,051,000**	**8**	**940,000**	**8**	**-10.6%**
Unistar Power	**822,000**	**10**	**851,000**	**9**	**+3.5%**
CBS Radio Network	**821,000**	**11**	**850,000**	**10**	**+3.5%**
Westwood/Source	**958,000**	**9**	**821,000**	**11**	**-14.3%**
Westwood/NBC	**806,000**	**12**	**767,000**	**12**	**-4.8%**
ABC Excel	**774,000**	**13**	**662,000**	**13**	**-14.5%**
American Urban	**N/A**		**588,000**	**14**	**N/A**
ABC Galaxy	**532,000**	**14**	**554,000**	**15**	**+4.1%**

company's RADAR 43 ratings spike.

"We expected to go down in RADAR 44, just as we expected that RADAR 43 would show a big increase—although they were bigger than we thought," Battison told BROADCASTING. "RADAR typically, because of its sample size, experiences some bounces, what we call statistical wobble, and that's what happened for us in RADAR 43." Battison said that, compared with last February's RADAR 42 results, Westwood One shows upward momentum in all target demos across every one of its networks. "Our growth curve statistically is still up, and we're not worried about these numbers. We anticipated them, and we knew they were coming."

Three of the four young adult networks lost ground, and together the four young adult networks were down by 3.4%, from 6.6 million listeners to 6.3 million. ABC Genesis dropped 5% (Monday-Sunday, 6 a.m.-7 p.m., persons 12-plus), while Westwood/Source was off 8% and ABC Excel dropped 8.7%. Only Unistar's Power gained ground, increasing by 10.7%.

"We're pretty happy that the Power network has done as well as it has in light of the decreases in the other youth networks," said Ron Werth, Unistar senior vice president, research. "That's really the main positive we see from the book."

Both CBS networks posted increases and climbed a spot overall. CBS Spectrum gained 2% and moved from fifth place to fourth, while CBS Radio Network gained 1.9% and moved from ninth to eighth.

RADAR results are delivered twice annually by Westfield, N.J.-based Statistical Research Inc. Information for this story was provided by ABC Radio Networks, CBS Radio Networks and Unistar Radio Networks. ■

RADIO ENDS '91 ON MIXED REVENUE SIGNALS

December shows slight increase; 1991 finishes down 3.1%

By Reed E. Bunzel

Radio revenue numbers for 1991 finally are in, and the reviews are mixed.

The radio industry ended the year better than it began, with December revenues up slightly—0.1%—over the same month the previous year, and the first increase since July 1991, according to figures released last week by the Radio Advertising Bureau. In fact, local revenues for December were down 0.5% vs. 1990, with increases coming only in the Midwest (+2.9%) and Southwest (+4.6%) regions; the steepest decline was in the East (down 3.8%). The overall decline was offset, however, by a 1.9% increase in national revenues, reversing a 7.7% decline in revenue performance in November.

For fiscal year 1991, combined local and spot revenue finished down 3.1% compared to last year's totals; local ad revenues declined 3% overall, while national spot revenue was down 3.3%.

The industry bright spot continued to be network radio, which turned in a positive performance on revenues that were up 1.6% over 1990, according to a report from the Radio Network Association. ■

RIDING GAIN

NPR INCREASE

The National Public Radio board of directors tentatively approved a 22% average increase in station costs for programing and a 9.7% average increase in station dues in fiscal year 1993, beginning Oct. 1, 1992.

The board plans to give final approval to the "current services only" FY '93 budget on March 26-27. NPR, which shares space at 2525 M Street in Northwest Washington with the FCC, is negotiating to purchase a building at 635 Massachusetts Ave., N.W. It expects increased occupancy expenditures whether it moves or not.

TOP 40 LOSES TWO

The top 40 format has lost two stations in the Baltimore-Washington area. WBSB-FM Baltimore last week dropped top 40 for a combination of new and old hits the station describes as "Today's Hits, Yesterday's Favorites." The Scripps Howard Broadcasting station now markets itself as "Variety 104.3." In Washington, meanwhile, WAVA-FM has shed top 40 to become the city's first commercial inspirational station. New programing includes contemporary Christian music and syndicated religious talk shows. The switch in format took place when Salem Communications took ownership from Emmis Broadcasting.

NPR AIDS FOCUS

Responding to the increasing health crisis of AIDS in the Hispanic community, National Public Radio this week (Feb. 24-28) is broadcasting a 10-part series on the impact and magnitude of the disease among that segment of the U.S. population. The series, "In Spanish It's Called SIDA," will air during NPR's newsmagazines *Morning Edition*, *All Things Considered* and *Weekend Edition*. Topics include AIDS among recent Central American immigrants, the role of churches in teaching people about AIDS, women and AIDS in Puerto Rico, denial and death among victims, Cuban Marielitos and AIDS, and AIDS leadership within the Hispanic community.

Later this spring NPR plans to produce a series of five-to-six-minute reports in Spanish that can be broadcast independently or combined to form a half-hour documentary, made available to Spanish-language radio stations.

BREAKTHROUGH DELAYED

New York-based Vision Broadcasting Network has announced that its plans for "NY Breakthrough" have been delayed, postponing the summer 1992 launch of the AOR-targeted marketing and programing event. "Breakthrough" was designed as "a rock 'n' roll talent search developed to find and expose the best unknown talent while providing AOR radio with a multi-purpose vehicle," according to Vision founder Floyd Vasquez, who blamed the delay on an "adverse advertising climate."

1992 ADVERTISING FORECASTS, WITH A DIFFERENCE

Varying economic scenarios cause divergence among ad estimates

By Sharon D. Moshavi

A COMPARISON OF 1992 AD PROJECTIONS

% CHANGE VS. 1991

	Total Adv	*Total TV*	*Total Spot*
County NatWest	NA	+3.6	+2.6
Goldman Sachs	+5.2	+6.0	+4.0
C.J. Lawrence	+5.0	+7.0	+5.0
McCann Erickson	+6.2	+7.0	+6.5
Oppenheimer	0	0 to -5	0 to -5
Rothschild	NA	+3.5	+4.0
Saatchi & Saatchi	+2.6	+2.0	0
Salomon Brothers	+4.5	+4.0	+3.5
TVB	+5.2	+5.0	+4.0
Wertheim Schroder	NA	+8.0	+8.0
Mean average	+4.1	+4.4	+3.5

Source: Blair Television
NA: not available

Advertising forecasters have agreed to disagree about the outlook for 1992. Divergent views about an economic upswing and the strength of political advertising are at the root of the varying forecasts for total spending, total TV spending and total spot advertising. But the survey of forecasts, initially compiled by Blair Television's Linda Cecere, in general reveals optimism that 1992 will be a better year for television advertising than 1991, with most of the turnaround waiting until the third quarter to surface.

The mean average forecast predicts growth of 4.1% for total advertising, 4.4% for TV advertising and 3.5% for spot advertising (see chart). Even if correct, those gains may not be enough to help television climb out of 1991's advertising hole. Jim Dougherty of County NatWest said the broadcast networks need about 5% growth and spot TV needs 7% growth to get back to 1990 levels. Dougherty, one of the more conservative forecasters, predicts the networks will be slightly shy of 1990 levels, but spot TV will only grow by 2.6%, leaving it well below 1990 spending.

Most forecasters are basing their predictions on an economic recovery in the second half of the year, with political and summer Olympics spending leading the surge. If the recession had ended at the start of this year, television advertising, which the Television Bureau of Advertising predicts will be 5.2%, would have been 6% to 8%, according to Harold Simpson, vice president, research.

The overall impact of the so-called "quadrennial effect" of Olympics and political advertising is still up for debate. With the Olympics, Barry Kaplan of Goldman Sachs said, more of the money slated for the Olympics is coming out of existing ad budgets.

CBS's Olympics success will "set a tone for good delivery for the summer Olympics and make it sell better," said Bill Breda, Blair Television's senior vice president and general manager. To the extent the Olympics bring in incremental dollars, those will likely favor spot TV, according to Oppenheimer's Jessica Reif.

Political advertising, which few thought would show remarkable growth from years past, may in fact be better than some had initially predicted. TVB's Simpson said he thinks that level might rise because of Patrick Buchanan's serious challenge to President Bush in the New Hampshire primary. On the Democratic side, Simpson also pointed out that lack of a clear victor, combined with the possibility of one or more candidates joining the fray, may keep spending high in that party, too. Blair Television's Breda forecasts that political advertising will make up nearly half of the 4% to 5% increase he predicts in spot advertising this year.

Other categories show encouraging signs that they will pick up in 1992, said Breda, such as automotive and fast-foods. Packaged goods "have not been as exciting as we'd like it to be," but Breda said he hopes for more spending as the year progresses.

The most optimistic advertising forecast comes from Wertheim Schroder's David Londoner, who predicts 8% growth in both total television and spot advertising. McCann Erickson's Robert Coen projections fall just behind Londoner's, with a 7% increase for television in total and a 6.5% increase in spot TV. Coen said he based his forecast largely on economic recovery.

The most pessimistic forecast belongs to Oppenheimer's Reif. "I just don't see it happening," she said of TV advertising growth this year. With the first half of the year looking grim, and a majority of the first three quarters' network inventory sold at lower prices, which, for the entire broadcast year averaged 19%, she said, television "will need a huge fourth quarter to see any overall growth." ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WQBS(AM) San Juan, P.R. □ Sold by Radio Americas Corp. to Radio Cadena Informativa Inc. for $2.1 million. Sale includes WORA(AM) Mayaguez and WPRP(AM) Ponce, both Puerto Rico. Terms: $750,000 cash at closing, $750,000 assumption of debt and $650,000 five-year noninterest-bearing note. **Seller** is headed by Alfred Ramirez de Arellano III, who also owns WIOA(FM) San Juan, WIOB(FM) Mayaguez and WIOC(FM) Ponce, all Puerto Rico. **Buyer** is headed by Jose E. Rios Gautier. Principals Roberto Davila Rodriguez and wife Emilie E. Rios Gautier own all issued and outstanding stock of licensee of WXYX(FM) Bayamon, P.R. WQBS is fulltimer with Spanish pop salsa format on 630 khz with 5 kw.

WELU(TV) Aguadilla, P.R. □ Sold by Faith Pleases God Church to Healthy Christian Family Media Inc. for $500,000 cash. **Seller** is headed by Carlos Ortiz, and has interests in KMNZ(TV) Oklahoma City and LPTV's in Corpus Christi and Beaumont, both Texas. **Buyer** is headed by Norman O. Gonzalez, and has no other broadcast interests. WELU is on ch. 32 with 105 kw visual, 20.9 kw aural and antenna 967 feet above average terrain.

WZZT(FM) Morrison, Ill. □ Sold by Janet P. Bro to WZZT Inc. for $349,000. Terms: $284,000 assumption of debt and $65,000 noncompete covenant. **Seller** has no other broadcast interests. **Buyer** is headed by Larry E. Sales and James B. Scott. Sales is executive producer at WLS-TV Chicago. WZZT has AC format on 95.1 mhz with 3 kw and antenna 328 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ $2,182,000 □ 4
FM's □ $1,536,600 □ 6
AM-FM's □ $0 □ 0
TV's □ $0 □ 0
Total □ $3,718,600 □ 10

1992 to Date:

AM's □ $6,901,101 □ 14
FM's □ $24,872,311 □ 25
AM-FM's □ $15,855,500 □ 10
TV's □ $23,460,000 □ 6
Total □ $71,088,912 □ 55

For 1991 total see Jan. 27, 1992 BROADCASTING.

KROG(FM) Phoenix, Ore. (Medford) □ Sold by Asteria Broadcasting Corp. to Bear Creek Broadcasting Inc. for $343,500 on terms. **Seller** is headed by Courtney L. Flatau and Steven Hess. Flatau also owns KSZL(AM)-KDUC(FM) Barstow, Calif. **Buyer** is headed by Thomas A. Dole, former broadcaster and current media buyer; he has no other broadcast interests. KROG has AC format on 105.1 mhz with 52 kw and antenna 545 feet above average terrain. *Broker: William A. Exline Inc.*

KMRJ(FM) Ukiah, Calif. □ Sold by M. J. Johnson Communications Inc. to Terrence P. Montgomery for $300,000. Terms: $120,000 cash, $60,000 assumption of debt and $120,000 five-year promissory note at 8%. **Seller** is headed by James A. Johnson, receiver, and has no other broadcast interests. **Buyer** recently sold WQPM-AM-FM Princeton, Minn., for $1.2 million ("Changing Hands," Dec. 9, 1991). KMRJ has AC format on 105.9 mhz with 1.9 kw and antenna 2,017 feet above average terrain.

KNEV(FM) Reno □ Sold by Price Broadcasting Co. to KNEV Broadcasting Co. for $300,000 cash. Station was part of group sale to Citadel Communications Corp. for $12.5 million ("For the Record," Sept. 30, 1991); application was dismissed. **Seller,** headed by John Price, also owns KUTR(AM)-KCPX(FM) Salt Lake City and WOMG-AM-FM Columbia, S.C. **Buyer** is headed by Stephen R. Harris and has no other broadcast interests. KNEV has beautiful music format on 95.5 mhz with 60 kw and antenna 2,270 feet above average terrain.

For other proposed and approved sales see "For the Record," page 47.

CLOSED!

WCBZ-FM, Bowling Green, Kentucky from Bahakel Communications, Cy Bahakel, President to Donald Alt.

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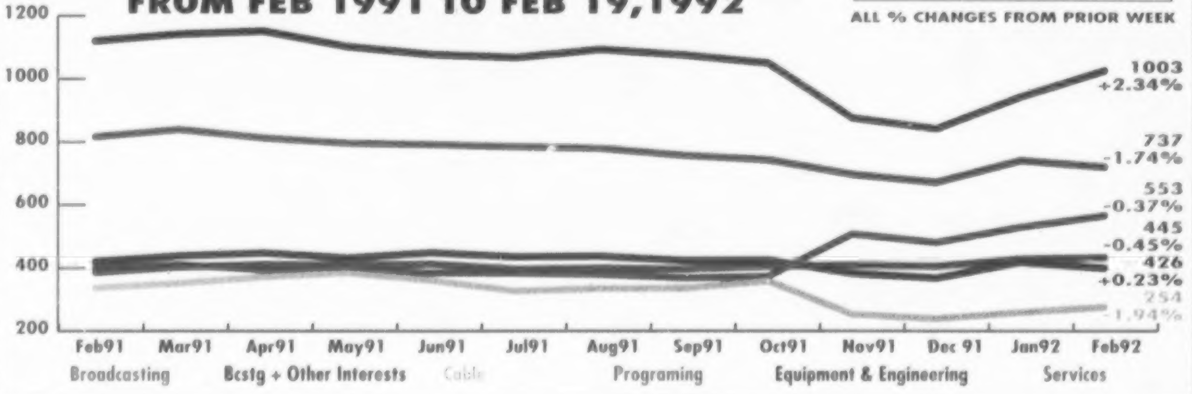
Broadcasting's By The Numbers

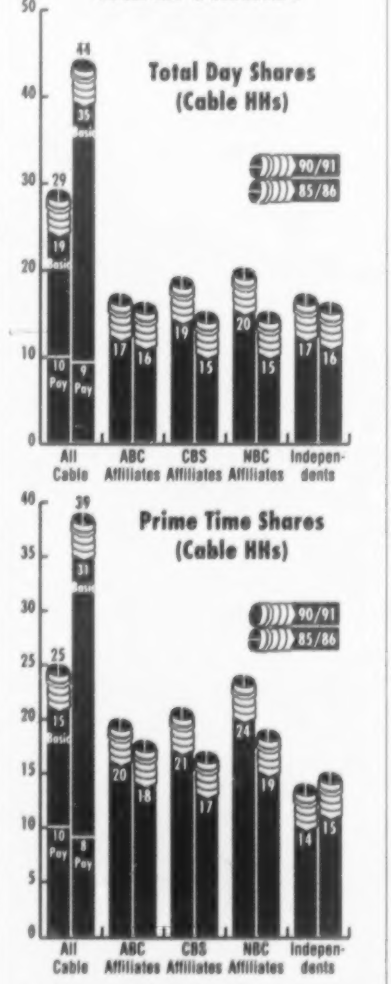
STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1991 TO FEB 19,1992

NASDAQ: 622.41 (-3.50%)
S&P Ind.: 485.15 (-2.26%)

ALL % CHANGES FROM PRIOR WEEK



GROWTH OF CABLE SHARES



Source: Cabletelevision Advertising Bureau.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's¹	TOTAL*
Commercial AM	4,984	230	5,214
Commercial FM	4,588	1,017	5,605
Educational FM	1,514	316	1,830
Total Radio	**11,086**	**1,563**	**12,649**
Commercial VHF TV	557	15	572
Commercial UHF TV	579	171	750
Educational VHF TV	123	5	128
Educational UHF TV	235	9	244
Total TV	**1,494**	**200**	**1,694**
VHF LPTV	422	150	572
UHF LPTV	759	856	1,615
Total LPTV	**1,181**	**1,006**	**2,187**
FM translators	1,887	349	2,236
VHF translators	2,531	76	2,607
UHF translators	2,323	384	2,707

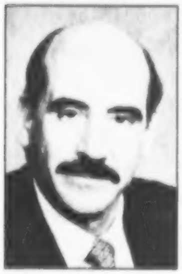
CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,135
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Len Weiner, executive producer, all-sports WFAN(AM) New York, named program director, KMPC(AM) Los Angeles, which is switching to all-sports format in April.

NEWS AND PUBLIC AFFAIRS


Ortiz

Al Ortiz, foreign editor, CBS News, New York, named VP, Europe and London bureau chief, London, succeeding **Peter Bluff,** London-based producer, *60 Minutes*.

Jamie Gangel, general assignment and political correspondent, NBC News, Washington, named national correspondent, *Today*, Washington.

Sylvia Lopez, reporter and substitute anchor, KCBS-TV Los Angeles, joins KCAL(TV) Norwalk, Calif. (Los Angeles), as reporter.

Rene Syler, from WVTM-TV Birmingham, Ala., joins WFAA-TV Dallas as reporter and anchor.

Bob Sirkin, correspondent, KRON-TV San Francisco, joins KXAS-TV Dallas-Fort Worth in same capacity.

Gail Neubert, assistant news director, KIRO-TV Seattle, named interim news director.

TECHNOLOGY

Barbara Jaffe, VP, affiliate sales and operations, Home Box Office Inc., New York, named VP, technology operations.

Brewster Barclay, consultant, BPA Technology & Management Inc., joins Spraylat Corp., Mount Vernon, N.Y., as European product manager, conductive coatings.

Larry W. White, chief engineer, KLST(TV) San Angelo, Tex., named director of engineering, Jewell Television Corp.'s KLST, San Angelo, Tex.

W.T. (Mack) McGill, VP, engineering and 39-year veteran at KTSM-AM-FM-TV El Paso, retired. **Oscar G. Medina,** from KCOS(TV) El Paso, succeeds McGill as director of engineering. **Gregg W. Davidson,** video maintenance and training engineer, KSTM-TV El Paso, named chief engineer.

Kenneth F. Wiedeman, director of sales and marketing, Sony Professional Tape Division, Park Ridge, N.J., named VP, sales and marketing. **Joseph E. Tibensky,** from BASF Corp., Bedford, Mass., joins Sony Professional Tape Division, Park Ridge, N.J., as director of marketing.

PROMOTION AND PR

Colleen Harkins, director of communications, Cable Television Administration and Marketing Society, Alexandria, Va., resigned to form ProPR public relations firm there, concentrating in growth of cable TV.

Kelly Wright, formerly with Cincinnati Art Museum, joins WGUC(FM) Cincinnati as promotion coordinator.

Marc A. Newman, sales manager, Medialink, New York, named general manager, Southern sales.

Chris Dominici, broadcast designer, The Monitor Channel, Boston, joins WTKR-TV Norfolk, Va., as creative director.

Susan Acklen, from WFLA-TV Tampa, Fla., joins WAPT(TV) Jackson, Miss., as promotion manager.

Bruce Charet, executive VP, development, Cinema 7, joins Grant/Tribune Productions, Los Angeles, as director of creative affairs.

Ina Wallman, senior account executive, Marina Maher Communications Inc., joins CBS Radio Communications, New York, as manager.

ALLIED FIELDS

New executive committee at NATPE: **Pat Patton,** KMBC-TV Kansas City, Mo., named chairman and CEO; **Lou Gattozzi,** WJW-TV Cleveland, named first vice chairman and treasurer; **Russ Myerson,** Media General Broadcast Group, Tampa, Fla., named second vice chairman and secretary; **Rick Reeves,** WTAJ-TV Altoona, Pa., immediate past chairman, and **Steve Goldman,** Paramount Television, Los Angeles, named associate member representatives.

Nancy Newhouse, VP, Think Entertainment, joins McClintock, Weston, Benshoof, Rochefort, Rubalcava & MacCuish law firm, Los Angeles, as counsel, concentrating in entertainment law.

Philip C. Shyposh, 26-year AT&T veteran, joins Association of National Advertisers Inc. (ANA), New York, as senior VP, member services. **Peter J. Thomas,** director, member relations, ANA, New York, named VP, member relations.

DEATHS

Edward McCullers Jr., 64, TV host, died Feb. 18 of heart disease in Jacksonville, Fla. His broadcasting career spanned over 34 years and was best known to thousands of children as "Skipper Ed," where he hosted program at WTLV(TV) Jacksonville, Fla., from 1961 to 1974. He is survived by his wife, Dana; three children and two grandchildren.

Howard B. Frazier, 86, radio pioneer, died Feb. 15 in Fort Meyers, Fla. Fraizer established WSNJ(AM) Bridgeton, N.J., in 1937, and later joined National Association of Broadcasters as director of engineering, where he edited "NAB Engineering Handbook." He founded Frazier & Peter Inc. radio and TV management consulting firm, Washington, in 1946 (later Frazier Gross & Clay Inc.), where he was president until his retirement in 1972. Survivors include his wife, Grace; four children, and brother.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting

In Brief

Turner Broadcasting reported a 77% increase in fourth-quarter 1991 profit on a 13% increase in revenue. Improved operating performance was seen in all major operations, including TNT, primarily from higher subscriber revenue; and CNN and Headline News, primarily from advertising revenue. For all of 1991, the news division reported profits of $167.6 million on revenue of $479.5 million, while the entertainment segment, comprising WTBS(TV) Atlanta and TNT, reported profits of $159.5 million on revenue of $711.3 million. Overall, the company reported operating profits of $297.1 million on revenue of $1.48 billion and announced a cash dividend to holders of its common and convertible preferred stock.

Barnes, Browning, Tanksley & Casurella, the law firm representing most of the political candidates in their complaints against broadcasters for alleged violation of the lowest-unit-rate rules, **has filed a complaint against Arbitron** in Fulton County Georgia Superior Court alleging breach of contract. According to the complaint, Arbitron reneged on its agreement to sell ratings information to the firm at the cost of $100 per book. Apparently after learning that the firm would use the ratings information to determine whether stations had overcharged candidates, Arbitron decided not to sell the information. An Arbitron spokesperson said the ratings company "does not seek to profit from selling data which would be used against our customers." If subpoenaed, Arbitron will hand over the information, a source there said. Arbitron also said it would refund any payment if such a payment was made. Bobby Kahn, partner, Barnes, Browning, Tanksley & Casurella, described Arbitron's actions as part of a "conspiracy of the industry as a whole to deny refunds of overcharges."

Paramount has signed producer Stan Rogow to a multiyear deal under which he will develop and produce television projects and theatricals. Rogow television product will be exclusive to Paramount, and the studio will get first look at the feature material. Rogow had been with NBC Productions since 1989 and while there co-created (with John Sayles) and served as executive producer of *Shannon's Deal*.

National Public Radio's board of directors unanimously passed a resolution supporting NPR's position of not cooperating with a special Senate investigation into leaks during the Clarence Thomas confirmation hearings. NPR reporter Nina Totenberg is scheduled to appear today (Feb. 24) before Senate Special Investigator Peter Fleming. "She will not answer any questions that will assist in identifying her source or sources," said NPR spokeswoman Mary Morgan. Totenberg and *New York Newsday* reporter Timothy Phelps were the first to report Anita Hill's allegations of sexual harassment against Thomas. William E. Buzenberg, NPR's VP for news and information, is scheduled to testify tomorrow.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 9. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.2/223/99
2. Jeopardy!	13.3/215/98
3. Star Trek	12.7/244/98
4. Oprah Winfrey Show	11.8/225/99
5. Entertainment Tonight	9.2/187/96
6. Current Affair	9.0/173/94
7. Wheel Of Fortune (Wknd)	8.8/189/83
8. Cosby Show	8.2/208/98
9. Married...With Children	8.2/173/94
10. Donahue	7.3/227/99
11. Inside Edition	7.2/130/89
12. Sally Jessy Raphael	6.4/209/97
13. Hard Copy	6.1/174/93
14. WKRP in Cincinnati	5.8/238/99
15. American Gladiators	5.5/177/94

William Bernstein has been appointed executive VP of Paramount Pictures, reporting to Paramount Chairman Brandon Tartikoff. Bernstein, who comes from Orion Pictures Corp. (he's been president-CEO since April 1991), will supervise Paramount's business affairs, legal, finance and studio administrative departments. Prior to his association with Orion, which began in 1978, Bernstein was senior VP of business affairs at United Artists Corp. and a member of its board, originally joining UA's legal department in 1959. His appointment takes effect March 2.

The National Association of Telecommunications Officers and Advisors and the cities of New York and

TUG OF WAR OVER 'HEAT'

The move of NBC's *In the Heat of the Night* to CBS last week may come off without a hitch, but only as long as NBC decides that it doesn't want the show. That is NBC's position regarding its apparent loss of the four-year-old series, which is a solid household performer. According to sources within NBC, the network still retains the right to renew the series for a fifth season. According to MGM/UA, the producer of the series, the network's option to renew ran out some time ago. According to Ed Gradinger, president, MGM/UA Television, NBC gave no indication it planned to renew the show, and the studio moved to make sure the series would have a home for the fall. The deal with CBS calls for the studio to produce six two-hour movies and leaves the network with the option to bring *In the Heat of the Night* back in its current form as a one-hour series.
-SC

C1850-14

MAR 2

Broadcasting®

FIRST IN TELEVISION CABLE RADIO SATELLITE

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- ☐ NATPE, INTV TO COMBINE CONVENTIONS IN '93 / 20
- ☐ FIRST WEEK FOR TVB'S NEW PRESIDENT / 36

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MPAA TO PUSH COMPULSORY LICENSE SUNSET

Backs measure in House for repeal in five years; local fee, must carry in interim

By Harry A. Jessell

The Motion Picture Association of America will seek copyright reform legislation that would eliminate cable's compulsory copyright license in five years but establish a fee for cable carriage of local broadcast signals in the meantime, according to programing industry sources.

During the five-year transition to sunset, the MPAA proposal would also require cable systems to carry local broadcast signals (must carry), revamp the way the fees for superstations and other distant signals are calculated and extend the benefits of the license to cable's multichannel competitors (wireless cable, private cable and home satellite), the sources said.

MPAA officials and representatives of the member companies came out of a meeting at MPAA headquarters last Monday with what one participant called a "very well-developed" plan to win interindustry support and ultimately congressional passage.

Although no one was talking about the details of that strategy, the basic plan is to attach the elements of the proposal to cable reregulation legislation expected to move through the House this spring and summer.

The first step in implementing the strategy is finding friendly congressmen on the House Energy and Commerce and Judiciary committees willing to offer the measures on MPAA's behalf. The MPAA has had no trouble identifying such allies in the past.

MPAA interest in copyright reform was heightened by the Senate's passage in January of cable legislation containing provisions that would give each TV station the right to either must carry or retransmission consent. With the latter right—essentially the power to deny carriage of their signal to local cable operators—broadcasters could negotiate for payments or some other form of compensation in

This Week

NEW DAY AT FOX / 4

Barry Diller's resignation as Fox chairman has the communications industries wondering about his next step and the company's new structure.

GLOVES OFF / 14

Political advertising is taking some unexpected turns in the 1992 presidential campaign. Republicans are spending more than expected and Democrats less, and the money, thanks to a changing primary calendar, is taking different routes. Of no surprise is the rebirth of negative ads as races heat up.

TOGETHER FOR THE FIRST TIME / 20

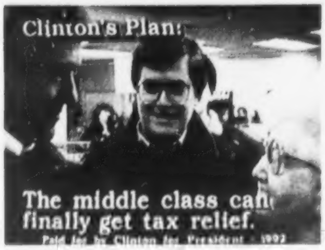
NATPE and INTV have reached a preliminary agreement to connect their conventions starting next year in San Francisco. Neither side would comment on the figure paid by NATPE to INTV for the latter's agreement to eliminate screenings.

REGIONAL CABLE NEWS LAUNCH / 26

Hearst Corporation and Continental Cablevision premiere their New England Cable NewsChannel this week, launching to an estimated one million potential viewers in six states. With annual operating costs under $10 million, the companies hope to break even within three to four years.

HP TO BUILD RECEIVERS / 28

Hewlett-Packard entered the interactive TV fray last week with its agreement with TV Answer to manufacture and market 1.5 million consumer transmitter-receivers. TV Answer expects its interactive video data service to be available in early 1993.


Clinton's Plan:
The middle class can finally get tax relief.
Paid for by Clinton for President · 1992

Political ad season takes unexpected turns (p. 14)

WAITING FOR THE PUNCHLINE / 29

The FCC sent letters of inquiry last week to two radio stations for jokes they aired; the action is the first step in a possible indecency enforcement procedure. With no specific criteria to define indecency, the FCC expects broadcasters to figure out standards based on past agency decisions.

Ave Butensky plans his first TVB meeting (p. 36)

BIG COUNTRY / 34

The boom in country music could splinter the sound into two or more formats, operators and advertising executives believe. A likely spin-off may be "young country," a personality-driven format showcasing new stars like Garth Brooks and Alan Jackson.

NEW FACE OF TVB / 36

Newly installed TVB President Ave Butensky is putting the finishing touches on the group's annual conference, to be held in Las Vegas in April. The meeting this year will piggyback with the NAB convention. A regularly scheduled meeting in New York, where much of the advertising community is based, is on TVB's agenda.

SPECIAL REPORT: BARTER / 42

Barter syndicators are hoping that expanded inventory in prime time will contribute to a healthy 8% boost in revenue next season, but ad agency executives say that's a tough target to hit.

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Broadcasting's Ratings Week Feb17-23

	ABC	CBS	NBC	FOX
MONDAY	12.7/19	21.7/32	14.5/21	5.9/9
8:00	31. FBI: Untold St 12.9/19	4. XVI Olympic Winter Games 21.7/32	22. Fresh Prince 14.5/22	64. Fox Night at the Movies—Weekend at Bernie's 5.9/9
8:30	32. ABC Monday Night Movie—Pale Rider 12.7/19		25. Blossom 13.8/20	
9:00			21. NBC Monday Night Movie—Till Death Us Do Part 14.6/21	
9:30				
10:00				
10:30				
TUESDAY	16.2/25	15.9/24	14.0/20	NO PROGRAMING
8:00	7. Full House 17.3/26	12. XVI Olympic Winter Games 15.9/24	19. In the Heat of the Night 14.9/22	
8:30	6. Home Improvmt 18.6/27			
9:00	5. Roseanne 20.6/29		30. Law and Order 13.1/19	
9:30	8. Coach 17.2/25			
10:00	38. Homefront 11.6/20		Special Report—Primary (Not Rated)	
10:30				
WEDNESDAY	9.9/15	22.8/35	14.5/22	NO PROGRAMING
8:00	47. Dinosaurs 10.1/16	3. XVI Olympic Winter Games 22.8/35	9. Unsolved Mysteries 16.6/25	
8:30	52. Doogie Howser 9.5/14			
9:00	48. ABC Movie Special—Rambo III 10.0/15			
9:30				
10:00			45. 1st Person/Maria Shriver 10.3/16	
10:30				
THURSDAY	12.0/19	15.4/24	14.3/22	12.0/18
8:00	32. Columbo 12.7/19	15. XVI Olympic Winter Games 15.4/24	28. Cosby 13.2/20	19. Simpsons 14.9/23
8:30			23. A Diffrnt World 14.0/21	44. Drexell's Class 10.4/16
9:00			16. Cheers 15.2/22	39. Beverly Hills 90210 11.4/17
9:30			26. Wings 13.4/20	
10:00	43. Primetime Live 10.6/18		18. L.A. Law 15.0/25	
10:30				
FRIDAY	12.4/20	25.0/40	9.2/15	5.8/9
8:00	34. Family Matters 12.6/21	1. XVI Olympic Winter Games 25.0/40	60. Saturday Night Commercials 8.0/13	63. America's Most Wanted 6.4/10
8:30	40. Step By Step 11.3/18			
9:00	48. Baby Talk 10.0/16		50. NBC Movie of the Week—Darkman 9.8/16	68. Beverly Hills 90210 5.1/8
9:30	53. Billy 9.1/14			
10:00	13. 20/20 15.6/25			
10:30				
SATURDAY	8.4/15	17.0/30	10.7/19	6.4/11
8:00	61. Jaleel White Special 7.2/12	11. XVI Olympic Winter Games 16.1/28	28. Golden Girls 13.2/23	56. Cops 8.5/15
8:30			41. Walter and Emily 11.1/19	54. Cops 2 8.8/15
9:00	56. Who's the Boss? 8.5/15		35. Empty Nest 12.5/21	69. Fox Summer Games Special 4.2/9
9:30	59. Growing Pains 8.1/14		46. Nurses 10.2/18	
10:00	51. The Commish 9.6/17		55. Sisters 8.7/15	
10:30				
SUNDAY	13.8/22	15.8/24	13.5/21	9.0/14
7:00	58. Life Goes On 8.2/14	2. 60 Minutes 23.1/38	66. Hot Country Nights 5.6/9	65. Hidden Video 1 5.7/10
7:30				62. Hidden Video 2 6.6/11
8:00	13. ABC Sunday Night Movie—Rainman 15.6/24	26. XVI Olympic Winter Games 13.4/20	16. I Witness Video 15.2/23	36. In Living Color 12.4/19
8:30				42. Roc 10.7/16
9:00			9. NBC Sunday Night Movie—What She Doesn't Know 16.6/25	23. Married w/Childn 14.0/20
9:30				37. Herman's Head 11.8/17
10:00				67. Sunday Comics Special 5.2/8
10:30				
WEEK'S AVGS	12.3/19	18.9/30	12.9/20	8.0/12
SSN. TO DATE	12.1/20	14.1/23	12.6/20	7.5/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Olivia Lawrence, general sales manager, says the station has not used the "It takes balls to rock hard" slogan in her six months at the station. Indeed, she says, the station switched from an AOR to a country format in January.

Since Alfred Sikes assumed the chairmanship, the FCC has initiated indecency action against more than radio stations, according to Roger Holberg, an attorney in the Mass Media Bureau's complaints branch. Of those, he said, 15 have received NAL's, while several others have received letters of inquiry.

Most stations that receive NAL's eventually pay the fines. But not all do. Evergreen's WLUP(AM) Chicago declined to pay up, forcing the FCC to turn the matter over to the Justice Department. To collect, Justice will have to sue the stations and prove the broadcast was indecent.

The FCC receives thousands of complaints each year from viewers and listeners, but considers only the relative handful each month that are substantiated by tapes or transcripts. Over the past six months, the FCC has received 53 such complaints. ■

FIN-SYN MAY LEAD TO PRIME TIME CUT, AFFILIATES SAY

Stations would not expect financial boost from extra time, survey shows

By Joe Flint

The majority of big-three network affiliates expect the networks to cut back their prime time programing load to 15 hours per week if the FCC's financial interest and syndication rulemaking becomes law, according to a survey of 130 affiliate general managers.

Network rules apply if prime time programing exceeds 15 hours per week, and there was much speculation last year that the big three would consider cutting back to avoid compliance with the fin-syn rules that prevent them, among other things, from producing only 40% of their prime time schedules. As it stands now, the U.S. Court of Appeals in Chicago will be the venue for appeals of the rules.

The survey, conducted last fall by the University of Miami's School of Communications, shows 45.4% of affiliates think the networks will cut back their prime time programing, while 33.1% disagree and 21.5% are neutral. While most of the 34 Fox affiliates also felt that the networks would cut back on programing, the margin was a lot closer, with 47.1% agreeing and 44.1% disagreeing. Of the 30 non-Fox independents, 46.7% said they did not think the networks would cut back, 23.3% thought they would and 30% were neutral.

The survey also shows that only 18.5% of affiliates surveyed think that, regardless of the fin-syn rules, the networks will ultimately scale back to 15 hours of prime time programing per week.

Affiliates do not anticipate any economic boom should the networks cut back on prime time programing. Of the 130 affiliates surveyed, only 28.5% think that they would benefit financially if the networks cut back to 15 hours; 56.2% said there would be no benefit.

If the networks were to cut back to 15 hours, 41.7% said they would rely on syndicated to fill the void, while 35.7% would opt for 30-minute news and syndicated programing; the remaining 16.3% said they would fill with hour-long local news. Among the three network affiliate groups, only 30.8% of 39 NBC affiliates surveyed said they would rely solely on syndicated programing, compared with 46.9% of the 49 ABC affiliates and 43.9% of CBS affiliates.

If they are kept, the FCC's recent financial interest, and syndication rules will likely lead to the networks cutting back to 15 hours of prime time programing per week.

Affiliation	Agree	Neutral	Disagree
ABC,CBS,NBC 130 total	45.4%	21.5%	33.1%
Fox 34 total	47.1%	8.8%	44.1%
Independents 30 total	23.3%	30.0%	46.7%
Total 194 total	**42.3%**	**20.6%**	**37.1%**

Lifting local ownership to just one broadcast facility in a market is necessary for healthy economic competition in the broadcast industry.

Affiliation	Agree	Neutral	Disagree
ABC,CBS,NBC 129 total	31.8%	7.8%	60.5%
Fox 34 total	44.1%	5.9%	50.0%
Independents 30 total	43.3%	6.7%	50.0%
Total 193 total	**35.8%**	**7.3%**	**57.0%**

Source: University of Miami—School of Communications

An overwhelming majority of big-three affiliates (91.4%) want Congress to adopt retransmission consent and repeal the compulsory license, while 76.5% of Fox affiliates and 60% of independents favor such action.

As for lifting restrictions on broadcast-cable crossownership in the same market, 54.3% of big-three affiliates, 54.5% of Fox affiliates and 44.8% of independents agree the ban should be removed.

The majority of all stations disagree with the idea that limiting local ownership to just one broadcast facility per market is necessary for healthy competition. Among the big-three affiliates, 60.3% disagree; 50% of Fox and non-Fox stations also disagree.

Most network and Fox affiliates agree that the telephone companies should not be allowed to deliver television signals; most independents favored telco entry into TV service.

Broadcasters surveyed ranked the five biggest threats to over-the-air television as cable, home satellite delivery, pay per view, remote control units on sets and superstations.

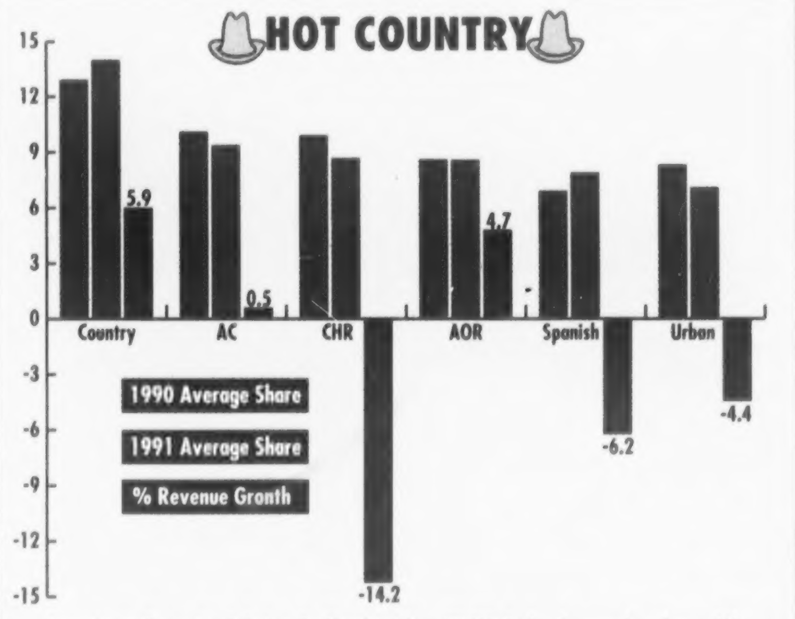
Despite competition, 75% of the 195 stations responding were optimistic that over-the-air broadcasting will survive the battle with newer delivery systems. However, only 17.5% think they will benefit from the competition.

The University of Miami sent surveys to 400 stations and received responses from 195 general managers. Of those, 49 were with ABC affiliates, 42 with CBS, 39 with NBC, 35 with Fox and 30 with independents. In terms of market size, 42 respondents were from markets 1-25, 32 from 26-50, 32 from 51-75, 23 from 76-100, 22 from 101-125, 19 from 126-150 and 25 from markets 151 and beyond. Of the respondents, 109 were VHF facilities and 86 were UHF. ■

IS COUNTRY HEADED FOR A BREAKUP?

Soaring ratings spur talk of new competition, format fragmentation

By Peter Viles



Source: Average Share— Katz Radio Group Top 75 markets Arbitron MSA P12+ Total week average share where available by market. Revenue Growth— Miller, Kaplan Arase & Co. based on survey of 650 stations

It almost sounds like a sad country ballad: After decades of sticking together through thick and thin, country radio may be on the verge of splitting up.

But you won't see many long faces this week in the record crowd at the 23rd annual Country Radio Seminar in Nashville (March 4-7), because if country does splinter into two or more formats, as some observers predict, the reason will be soaring ratings that have made new competition and narrowcasting almost inevitable.

"People are expecting it to fragment because it's got such a big share," says Gerry Boehme, Senior Vice President, director of research at Katz Radio Group. "Instead of competing for a 2 or 3 share in AC [adult contemporary], people are thinking about new country formats."

For example, in Dallas, where three of the top four stations are country, KRSR-FM has dropped AC and is making a bid for young listeners with "young country," a freewheeling, personality-driven format that showcases new stars like Garth Brooks and Alan Jackson. In Houston, the newcomer is KKBQ-FM, which is wooing 35-plus listeners with "easy country."

"I think there are going to be two formats: one that is youth-driven, more current, and one that is upper demo-driven, with more oldies," says Nashville-based programing consultant Moon Mullins. "It's country's reflection of what AOR [album-oriented rock] went through when classic rock entered the picture. It's the evolution of classic country."

The architect of "young country," Alliance Broadcasting Senior Vice President Rick Torcasso, says the real revolution has little to do with the music itself and everything to do with making an aggressive appeal to baby boomers by avoiding what he calls "whitewashed radio."

"We're extremely personality driven," he says. "And that's what's going to fragment country radio. It's not the music."

Boehme predicts fragmentation will ultimately make the format stronger by attracting new listeners, especially from soft rock or soft AC.

There's no question that country radio is red hot. A Katz analysis of the fall '91 Arbitron book showed country is not only the highest-rated format, but is the only format of the top four to post gains from spring to fall (see chart). A survey by Miller, Kaplan, Arase & Co. showed that country stations had the largest revenue gains in 1991 (5.9%) of any format.

That momentum may make this week's seminar one of the happiest gatherings imaginable in the current gloomy climate. Through Feb. 26, 1,165 people had registered, breaking the record of 1,007 set in 1990.

Several programing directors interviewed by BROADCASTING said the biggest challenge they face is twofold: striving to keep the format exciting and popular with younger listeners, and dealing with the new competition from stations that switch to country.

"In most markets there's only one or maybe two country stations. Now it's very possible there may be three or even four," says Larry Daniels, general program manager at KNIX-FM Phoenix and president of the Country Radio Broadcasters' board. ■

GOOD, NOT GREAT, CHILDREN'S UPFRONT MARKET

Increased animation offerings and drop-off in young viewers may offset increased dollars coming into kids market

By Sharon D. Moshavi

The kids upfront market will be up this year but probably not as high as everyone had thought. NBC's exit from the market and new FCC regulations reducing ad time will likely mean higher pricing, but increasing programing hours and continued Nielsen-charted drop-off in kids audience may mean a smaller boom than originally anticipated.

FCC guidelines mean a reduction in inventory of about 14%, according to Dan Cosgrove, senior vice president, media sales, Group W Productions. Some advertisers and programers think that will offset the increase in programing hours, but there may in fact be more inventory (see chart).

Programers, some on the verge of closing their first upfront deals, report that ad budgets, particularly those of toy manufacturers, are up. There is also are increased dollars coming into the kids market, from categories including microwave foods, fast food pizza and footwear, according to John Silvestri, executive vice president, ad sales, USA Network.

The big budgets may not necessarily mean big revenues for programers. "Advertisers are telling us that budgets are up and we may be able to see some CPM [cost-per-thousand] increases, but getting a 10% CPM increase will be offset by the fact that kid VPVH's [viewers per viewing household] are so low. That means unit pricing is not going up," says Cosgrove. According to Mike Shaw, senior vice president, Buena Vista Television Advertising Sales, programers will need as much as a 15% increase in CPM's to get last year's unit rate, based upon Nielsen's reported drop-off of kid viewers.

Cosgrove and others continue to question Nielsen's kids demographics as recorded by its peoplemeter system. They dispute Nielsen's assertion that a good proportion of viewers of kids programings come from adult-only households, which don't help programers bring in advertising revenue. A meeting held by ABC in January with Nielsen and other kids programers regarding the fourth-quarter kids demo fall-offs seems to have produced little change in Nielsen's measuring tactics. But according to Tim Duncan, executive director, Advertiser Syndicated Television Association, Nielsen diaries do, in fact, match the peoplemeter numbers, suggesting the problem is not with the measuring system. Kids drawn outside by warm weather may have been a factor in viewing problems in the fourth quarter, according to Duncan.

NATIONAL CHILDREN'S PROGRAM INVENTORY*
(Hours per week)

	Fall 1991	Fall 1992
Broadcast		
Fox	10.5	19
NBC	4.5	2
ABC	5	5
CBS	5	5
Disney	10	12.5
	35	43.5
Cable		
Turner:		
WTBS	17.5	17.5
TNT	32	32
Cartoon Network	—	168
USA Network	26	26
Nickelodeon	126	126
	201.5	369.5

*syndication numbers not included since fall 1992 schedules are not yet known

Most recently, January numbers have reflected a steadying of kids viewing in houses using television [HUT's], according to Jack Loftus, vice president, Nielsen. January 1992 numbers are being compared with those of two years ago because viewing was skewed in January 1991 due to the Persian Gulf War.

Attempts by programers to price inventory high to make up for viewer drop-off may slow down the market. "The pricing of inventory will dictate there will not be a mad rush," says Rich Goldfarb, senior vice president, syndication sales, Turner Program Syndication. Inventory may not be as tight as some may think. Although NBC is dropping out of programing geared to ages 2-11, which represents the majority of the kids' advertising, Fox is coming in with an additional 8½ hours (including one hour on Saturday morning). The 2-11 market NBC is leaving behind in favor of the so-called tween market (ages 9-17) is an increasingly hot market that could compete with kids programing for ad dollars. "There's a whole new influx of dollars going to the teen audience. It's a very hot audience right now," says Cosgrove.

Additionally, cable, which took in about $75 million in upfront dollars last year, compared with about $200 million each for network and syndication, may be due for a bigger slice of the pie this year. The cable networks were said to have been working the recent Toy Fair to bring in business, and some succeeded. Nickelodeon, in particular, seems to have become the new darling of advertisers with its original animation block on Sunday mornings.

Added to the mix is Turner's Cartoon Channel, set to launch Oct. 1. Although subscriber growth is expected to take a while, some advertisers are already interested. "People are underestimating the impact [of the Cartoon Channel]," says Jack Irving, executive vice president, Saatchi & Saatchi. "We're going to take a very serious look at them and attempt to do something right from the beginning."

The 1993 season promises to add even more animated product to the swelling kids market. USA Network now says it plans to do original animation starting in 1993 (see page 27). And Disney, which is adding a morning strip starting this fall, plans to add weekend programing starting in 1993. ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KISP(AM)-KMXX(FM) Phoenix □ Sold by EZ Communications Inc. to Sundance Broadcasting Inc. for $5 million cash. **Seller** is headed by Alan Box and owns three AM's and nine FM's. **Buyer** is headed by Michael Jorgenson and owns two AM's and two FM's. KISP is fulltimer with urban AC format on 1230 khz with 1 kw. KMXX has AC format on 101.5 mhz with 100 kw and antenna 1,740 feet above average terrain.

WKXC-FM Aiken, S.C. (Augusta, Ga.) □ Sold by CSRA Broadcasters to GHB Broadcasting for $3.8 million. **Seller** is headed by Brad Beasley, son of group owner George Beasley. **Buyer** is headed by George H. Buck Jr., who recently purchased WTIX(AM) New Orleans and WYRS(AM) Rock Hill, S.C. ("For the Record," Jan. 20). He also owns eight AM's and one FM. WKXC-FM has country format on 99.5 mhz with 22.5 kw and antenna 728 feet above average terrain. *Broker: Bergner & Co.*

WJTC(TV) Pensacola, Fla. □ Sold by Channel 44 Ltd. to Mercury Broadcasting Co. Inc. for $2.25 million. **Seller** is headed by general partners Robert J. Williamson, Henry D. Vara Jr. and Cara E. Cameron. Vara and Cameron have interests in KSKE-AM-FM Vail, Colo., and WAKS(FM) Cape Coral, Fla. Williamson is president of licensee of WPTN(AM)-WGSQ(AM) Cookeville, Tenn. **Buyer** is headed by Van H. Archer III and was recently granted approval of KMOW(AM)-KEYI-FM Austin-San Marcos, Tex., for $3 million ("For the Record," Jan. 27) and KASN(TV) Pine Bluff, Ark. ("For the Record," Feb. 3). WJTC is independent on ch. 44 with 3,289 kw visual and 328.9 kw aural with antenna 1,493 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$280,000** □ **3**

FM's □ **$4,709,044** □ **7**

AM-FM's □ **$5,280,522** □ **2**

TV's □ **$2,250,000** □ **1**

Total □ **$12,519,566** □ **13**

1992 to Date:

AM's □ **$7,181,101** □ **17**

FM's □ **$29,581,355** □ **32**

AM-FM's □ **$21,136,022** □ **12**

TV's □ **$25,710,000** □ **7**

Total □ **$83,608,478** □ **68**

For 1991 total see Jan. 27, 1992 BROADCASTING.

BRISSETTE FORMS BBC; ACQUIRES EIGHT TV'S

Paul Brissette, former president of the television division of Adams Communications Corp., completed the purchase of the stock of eight of the company's subsidiary stations for $257 million. The stations, WHOI(TV) Peoria, Ill.; WWLP(TV) Springfield, Mass.; WILX-TV Onondaga, Mich.; KOSA-TV Odessa and KAUZ-TV Wichita Falls, both Texas; WTRF-TV Wheeling, W.Va., and WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin, are all network affiliates, and will be grouped under Brissette Broadcasting Corp., of which Brissette is 100% shareholder. He is currently president and CEO of Adams Communications' subsidiary stations WWAY(TV) Wilmington, N.C., and WHBQ-TV Memphis, both ABC affiliates. Brissette is also CEO of FSF-TV Inc., which owns NBC affiliate WRDC-TV Raleigh-Durham, N.C.

Brissette has been in broadcasting for 35 years and with Adams Communications for the past eight. He says he is taking advantage of an opportunity to form his own broadcast group, which is being financed by one lender, and that while nothing else is in the works, he does not rule out the possibility of more acquisitions this year. -JM

CLOSED!

WAVA(FM), Washington, D.C. from Emmis Broadcasting Corporation to Salem Communications Corporation for $20,000,000.

Elliot B. Evers initiated this transaction and represented Salem in the negotiations.

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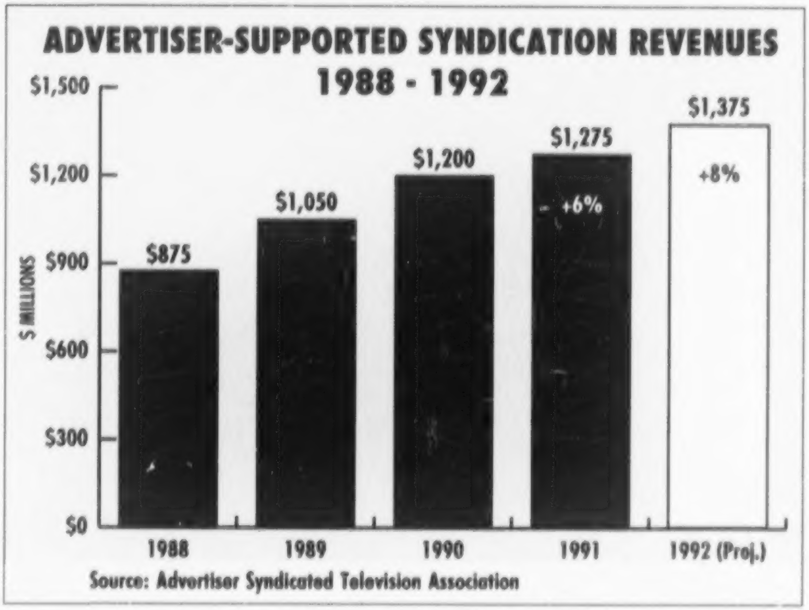
THE 1992 BARTER WORLD

FLOURISHING BARTER POISED TO BRANCH OUT

By Steve McClellan



ADVERTISER-SUPPORTED SYNDICATION REVENUES 1988 - 1992

Source: Advertiser Syndicated Television Association

Barter syndicators are predicting an overall 8% increase in revenues for the 1992-93 season, although advertising agency executives say they'll be hard-pressed to get it.

If the barter revenues increase next season, most agree a good chunk of the growth will come from expanded inventory in prime time, where Paramount and Warners Bros. (among others) are taking aim; daytime, where further network retrenchment is expected, and late night, where Whoopi Goldberg, Dennis Miller, David Viscott and others hope to make a mark.

In addition, it's anticipated that more off-network properties than not in the future will have some barter component. Next season's highest-profile off-network property is *Roseanne*, and according to agency reports, Buena Vista Television, which is selling the time, is being very aggressive in the pricing of the product, with a cost-per-thousand rate for women 18-49 in excess of $20 and a per-unit rate of close to $100,000.

Mike Shaw, vice president, advertiser sales, BVT, declined to discuss specific pricing for the show. "We think *Roseanne* will be the number one show in syndication this year," Shaw said. "We're commanding premium CPM's for adults and women 18-49." Shaw said the company is predicting the show will deliver at least a 9 household rating next season, based on 90% clearance (between 80% and 85% access clearance).

On the first-run side, most first-season programs are priced fairly conservatively, and relative to daypart track records. But this selling season, one new show is bucking the trend—*You Bet Your Life* with Bill Cosby.

According to Dan Cosgrove, senior vice president, media sales, Group W Productions, which is selling the barter time in *You Bet* for Carsey-Werner Distribution, two-thirds of the show's inventory (ten 30-second spots a week) is already sold, with the upfront still several months away. According to Cosgrove, the show's inventory to date has sold for about $95,000 per 30, with a $20, women 18-49, CPM. Buyer sources confirmed the figures.

Among the advertisers taking the show are Procter & Gamble and Kraft General Foods. There is no minimum rating guarantee, but Cosgrove said advertisers "are protected up to a 13 rating" (ie., if it does an 11 or 12 rating, that is what the advertiser will pay for on a CPM basis; if it does a 14, the advertiser gets a bonus rating point). The barter upside, if the show hits a 13 rating: more than $50 million.

Many new first-run shows command less than half what *You Bet* is getting for its barter spots. Cosgrove argues that advertisers have essentially bought the pitch that the Cosby-hosted vehicle will prove an effective counter to the "old-skewing game shows and tabloid stuff" that currently dominate prime time access.

Generally speaking, barter executives contacted in recent weeks said they believe the barter market pretty much bottomed out this season, and that they expect a little improvement for next season. "The business is still in something of an economic malaise," said Rich Goldfarb, senior vice president, syndication ad sales, Turner Program Sales, which is selling *Wonder Years*, Hanna-Barbera product and other shows. "We won't see a radical upturn, but I expect improvement."

But *Roseanne* and *You Bet* aside, the fortunes of barter syndication are tied closely to the overall advertising economy. "The general outlook for barter is no different this season than last," said Julie Friedlander, senior vice president and director of national broadcast, Ogilvy & Mather. "The timing is in the control of the buyers. A lot of shows will be available in scatter. Nothing is going to change for them until the broadcast economy changes. And nobody really knows when that will be, but I think we can be pretty certain it won't be in 1992."

According to the Advertiser Syndicated Television Association (ASTA), the barter sales trade organization, total barter advertising revenues are projected to total $1.375 billion for the 1992-93 season, up from $1.275 billion in the 1991-92 season.

According to Tim Duncan, executive director, ASTA, that prediction assumes a strong second-quarter scatter market, which admittedly is not a foregone conclusion. "Nobody's got a crystal ball," said Duncan. "But everyone is thinking there is a turnaround somewhere around here."

The ASTA executive acknowledged that the projection is "fairly optimistic." But he argued that given the barter business's growth over the past six years, it is not an unreasonable estimate. "From 1985 to 1990 the barter business grew at a rate of 16% a year," said Duncan. "In 1991 it kind of hit a brick wall. But it was still up 6%." According to Duncan, a big question for the future of barter sales is "can we crack prime time?"

The networks aren't conceding the daypart, but they do have problems there. "You've got a third of stations losing money, two of the three networks losing money and all three networks losing money on a third of their prime time," Duncan said.

Advertisers and agencies are clearly open to buying syndicated prime time fare. "To us, a good syndication show is more like network TV, and to the consumer it's all TV," said Doug Seay, senior vice president, director of national broadcast, Hal Riney & Associates. "We'll buy as much *Star Trek* as we can get."

Seay said *Star Trek* outperforms half of network prime time shows, and when an advertiser buys syndication, "I don't have to pay for a money-losing news operation," he said. While most shows in syndication aren't of the *Trek* quality, the medium is making inroads. "Every time a station puts *Star Trek* in prime time, it eats away at the fiber holding the networks together," he said.

As to the 1992-93 barter upfront, the children's market is already starting to "heat up," said BVT's Shaw. He and others expect that daypart to break within the next several weeks. The adult market is still several months away.

What shape the upfront market will take remains unclear. A Procter & Gamble executive questioned the need for an upfront at all, suggesting instead that the company would buy media on a year-round basis. ■

ASTA TAKING BARTER PITCH TO ADVERTISERS

Association also working on '$80-million problem' of measuring kids' TV viewing

By Geoffrey Foisie

The members of the Advertiser Syndicated Television Association (ASTA) bring in over half of all barter syndication revenue. Like its competing TV sales associations, the eight-year-old ASTA has a mix of concerns, including ratings, agency-advertiser planning and membership.

The New York-based group has already created a legacy in changing television research. Tim Duncan, executive director since 1987, says ASTA helped pressure Nielsen to create the Nielsen Syndication Service, which now produces a weekly report on syndication ratings. It has also been working to get that report included as part of the network ratings pocketpiece.

ASTA continues to work on the measurement of children's viewing, a deficiency Duncan says is an "$80-million problem" for ASTA members. The organization was also one of the charter subscribers to the now-defunct U.S.-based peoplemeter service started by AGB.

Initially Duncan worked to educate agencies about barter syndication. Now, he says, that process is largely complete, and he has, starting last year, begun targeting his barter pitch directly to advertisers. In 1991 Duncan said he made 90 such presentations to 35 of the top 50 advertisers.

ASTA Executive Director Tim Duncan

Duncan works on a lean budget, which he estimates at no more than one-tenth that of the Cable Advertising Bureau. Barter syndicators, he says, are themselves at a disadvantage compared to the larger sales forces of the cable networks.

Still, the association's usefulness is not universally accepted. Industry consolidation and economic problems have slimmed ASTA's membership roster some, and ASTA faces the same problem as other industry marketing associations, namely that some companies feel they can avoid the dues and still benefit from the association's missionary work. Duncan said he is trying to bolster the list of associate members, a category intended for producers and others not directly involved in the sale of advertising time.

Despite the absence of some large barter sales operations, such as Camelot and Premiere, the association still serves a valuable function, says Rick Levy, head of barter consultant Levy TV: "Like the U.N. it may not serve the functions you want it to, but it's a public forum to air how you feel. For that alone it's pretty valuable."

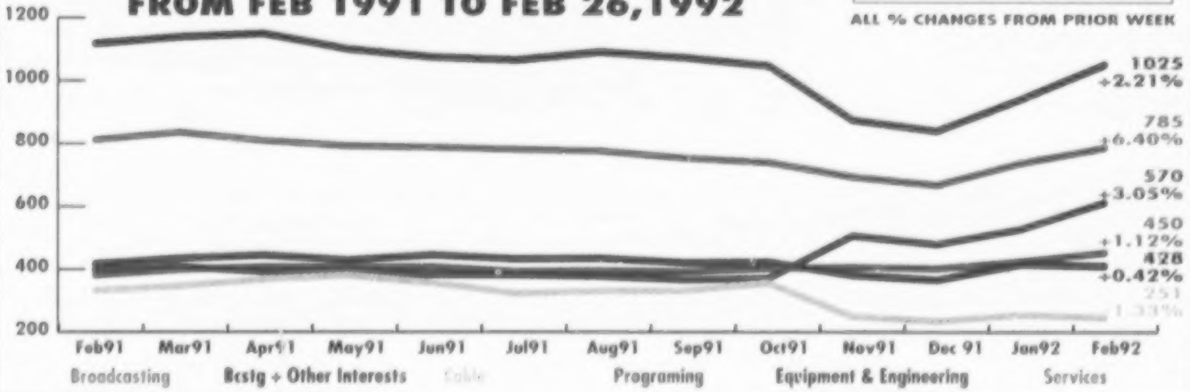
Among the disagreements that get aired are how to treat cable; some ASTA members, such as Warner Bros. or Turner, are part of parent companies with cable interests. Membership, says Duncan, has talked about "turning up the dial against cable" but thinks it still makes sense to go after the broadcast networks: "that is where the money is." ■

Broadcasting's By The Numbers

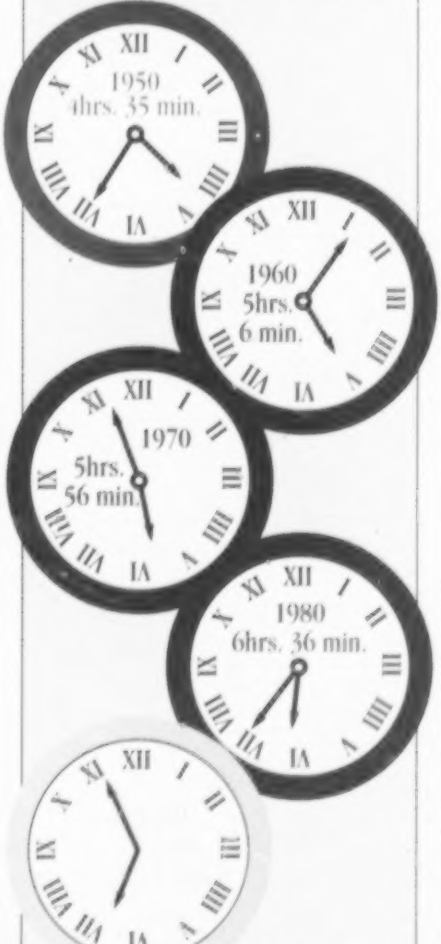
STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1991 TO FEB 26,1992

NASDAQ: 632.40 (+1.60%)
S&P Ind.: 494.42 (+1.91%)

ALL % CHANGES FROM PRIOR WEEK



TIME SPENT VIEWING TV PER TV HOME—PER DAY



Source: Television Bureau of Advertising from A.C. Nielsen Co.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,984	230	5,214
Commercial FM	4,588	1,017	5,605
Educational FM	1,514	316	1,830
Total Radio	**11,086**	**1,563**	**12,649**
Commercial VHF TV	557	15	572
Commercial UHF TV	579	171	750
Educational VHF TV	123	5	128
Educational UHF TV	235	9	244
Total TV	**1,494**	**200**	**1,694**
VHF LPTV	422	150	572
UHF LPTV	759	856	1,615
Total LPTV	**1,181**	**1,006**	**2,187**
FM translators	1,887	349	2,236
VHF translators	2,531	76	2,607
UHF translators	2,323	384	2,707

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

ALLIED FIELDS

Harvey

Paul Harvey, radio personality, Capital Cities/ABC, Chicago, named recipient of Paul White Award from Radio-Television News Directors Association. Harvey is heard on 1,350 radio stations in U.S. and an additional 400 abroad.

Larry E. Rissler, special counsel, anti-piracy task force, Satellite Broadcasting and Communications Association, joins Motion Picture Association of America, Washington, as deputy director and special counsel, worldwide anti-piracy operation.

Mike Smith, chief meteorologist, KSNW(TV) Wichita, Kan., and president, Weather Data Inc., named 1992 recipient of "Outstanding Contribution to the Advance of Applied Meteorology" award from American Meteorological Society.

Doug Wilkes, cameraman, WTTG(TV) Washington, received Cameraman of the Year award for second consecutive year from White House News Photographers Association.

DEATHS

Selig (Ziggy) Tanner, 66, who retired in 1989 as senior supervising engineer, Madison Square Garden Network, New York, died of heart attack Feb. 23 in Hackensack (N.J.) Hospital. He was member of SMPTE, SBE and New York chapter of NATAS. His 41-year career in broadcast engineering included stints at WTNH-TV New Haven, Conn., NBC and CBS. He spent majority of his career with Madison Square Garden and its earlier incarnations, beginning as Sports Network Inc. Survivors include his wife, Anne; four children; seven grandchildren and one great-grandchild. One child, Jerry Tanner, is satellite technician with IDB Communications, New York.

Jay Sharbutt, 51, Associated Press's senior TV writer and a veteran correspondent who covered the Vietnam War and Persian Gulf conflict, was found dead of a heart attack Feb. 26 in his Brooklyn apartment. Sharbutt's body was discovered by AP colleague who went to his home after he failed to report to work Wednesday morning. Son of Del Sharbutt, announcer for such radio shows as *Amos 'n' Andy* and *Your Hit Parade*, he suffered heart attack last year while in Saudi Arabia covering Gulf War. Sharbutt had campaigned for Persian Gulf assignment, although serving as TV writer at time. Dating back to 1966,Sharbutt had served off and on with AP in variety of capacities. After covering Vietnam War, he transferred to AP's Los Angeles bureau; worked as newsman for KNBC-TV Los Angeles, and returned to New York for his first stint as TV writer in 1972-78. He served as AP drama critic and later as TV reporter for the *Los Angeles Times*. In 1989, he returned to AP. Sharbutt is survived by his father, brother, sister and daughter.

Hilford

Lawrence B. Hilford, 57, former Viacom International executive and videocassette sales pioneer, died of lymphoma in New York, Feb. 21. After graduation from Harvard School of Business in late 1950's, Hilford's business life had been intertwined with Screen Gems, CBS and their various components through early 1970's. From 1973 to 1977, he was executive VP and director of Viacom International Inc. In early 1980's he had stints at Columbia Pictures Industries and CBS/Fox Video. Most recently, Hilford was chairman and CEO of Orion Home Entertainment, which he founded in 1987. Hilford told BROADCASTING in 1973: "There will be changes over the years, but whichever direction TV takes, I want a role in shaping it. Pay cable is here. There's an opportunity to supply specialized programing here. But beyond that, the potentialities of the visual communications medium are still to be explored." He is survived by his wife, Lynn Sherr, ABC News correspondent, and three sons.

Don Chamberlin, 65, pioneer of sex talk on California radio, died of cancer Feb. 26 in San Francisco. Chamberlin was known to Northern Califonians as host of KNEW(AM) San Francisco's risque sex talk show, *California Girls*, which ran for almost a decade in late 1960's and 1970's. Extent of his broadcasting career was in Hawaii and California at stations including KIKI(AM), KGU(AM), both Honolulu, KNBR(AM) and KGO(AM), both San Francisco. Survivors include four daughters.

John Lupton, 69, air personality, 30-year veteran of WFTL(AM) Fort Lauderdale, Fla., died of cancer Jan. 21 there. He began his radio career at WLAN(AM) Lancaster, Pa., in late 1940's, and later worked at WGAR-FM Cleveland. Survivors include his wife, Kazzy; son, John Jr., and grandson.

Jack E. Underwood, 65, announcer, WOWO(AM) Fort Wayne, Ind., died there after six-year battle with Alzheimer's disease. Underwood was 20-year veteran at WOWO, with previous stint at WIBM(AM) Jackson, Miss. He is survived by his wife, Patricia; four children; six grandchildren, and one great-grandchild.

Daniel Lutgen, 45, former VP and general manager, KTZZ-TV Seattle, died Feb. 10 there. Lutgen resigned from station in 1989 for health reasons. He had stint at KCPQ(TV) Tacoma, Wash., before joining KTZZ-TV in 1987. He is survived by four brothers.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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In Brief

Renaissance Communications is said to be in negotiations with the Boston Celtics to acquire 88% of WFXT(TV) Boston for $30 million. Neither party would confirm the reports. Goldman-Sachs is reportedly brokering the sale. The Celtics purchased WFXT from Fox Broadcasting for $20 million in 1989 at the same time it bought WEEI(AM) Boston, which is also on the block. Renaissance owns two independents and two Fox affiliates.

Nielsen Media Research said it will begin providing metered TV ratings to Baltimore and Kansas City in November. Nielsen clients in Baltimore are WBAL-TV, WJZ-TV and WMAR-TV. Nielsen said its clients in Kansas City "include" KCTV(TV), KMBC-TV and KSHB-TV. The research company previously said it would begin metered ratings in San Diego, also in November.

Pioneer Midwest radio group **Fetzer Broadcasting Service has sold the last of its broadcast properties**—WKZO(AM) Kalamazoo, Mich., and WJFM(FM) Grand Rapids, Mich.—**to Radio Associates for approximately $4.6 million.** Fetzer President Carl Lee, who has worked for Fetzer full time since 1940, and who purchased the stations from the late Fetzer Broadcasting founder John E. Fetzer in 1985, told BROADCASTING that he has decided to retire from broadcasting. "After 52 years with the Fetzer association, I thought it would be smart to retire while my eyes are still wide open."

In the Bart vs. Bill competition, ***The Simpsons*** (16.5/25) **bested an original episode of NBC's *The Cosby Show*** (15.1/23) in the overnights last Thursday (Feb. 28) for the second week in a row. Airing of a second *Simpsons* episode back-to-back with the first also resulted in Fox's first ever 8:30-9 win for the night.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 16. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.4/224/99
2. Jeopardy!	13.6/216/98
3. Star Trek	12.1/244/98
4. Oprah Winfrey Show	11.9/224/97
5. Entertainment Tonight	8.8/187/96
6. Current Affair	8.7/174/94
7. Married...With Children	8.2/174/95
8. Imagination I	7.9/187/95
9. Cosby Show	7.8/207/98
10. Inside Edition	7.3/129/88
11. Donahue	7.1/227/99
12. WKRP In Cincinnati	6.8/234/98
13. Sally Jessy Raphael	6.4/209/97
14. Hard Copy	5.9/173/92
15. Geraldo	5.4/170/95

HSN AND QVC TALKING MERGER

In what could lead to the last major consolidation of the home shopping TV network business, Home Shopping Network and QVC Network last week announced they were holding talks regarding a "possible business combination."

A merger would make sense because the companies complement each other, said Peter Siris, an analyst with UBS Securities. QVC is a better merchant, he said, while HSN has access to better technology.

"But the real interesting issue is must carry," said Siris. The talks might be tied in part to the pending legislation, which, Siris noted, would greatly increase the value of HSN's 11 UHF stations.

At least one concern for the companies as talks proceed is whether a combined operation would pose any antitrust violations, said Mark Riely, a securities analyst with McDonald Grippo & Riely.

Home Shopping Network has recently been in an expansion mode. In the past year, HSN additions have included a 24-hour infomercial network, Home Shopping Network Entertainment, and a wholly owned pay-per-view subsidiary, Home Shopping Network Entertainment Events Inc.

Home Shopping Network reaches approximately two-thirds of all U.S. TV households through various broadcast and cable outlets, according to figures supplied by the company. QVC, which is 80% owned by Tele-Communications Inc. and other cable operators, reaches an estimated 42 million cable subscribers.

Executives at both companies declined to comment on the talks. ■

CBS stock was up again last week, to 170¾ Friday afternoon, roughly 20% higher than two weeks ago. The reason appeared to be recommendations from several securities analysts, coupled with the strong showing of the network's Olympics programing.

A year after reporting a $16 million loss and $127 million restructuring write-down in 1990, **Comsat Corp. reported 1991 earnings of $45 million** and a rise in operating income to $127 million from a $13 million loss in 1990. The $45 million in earnings ($2.35 per primary share) came after a one-time after-tax charge of $27 million ($1.40 per primary share) related to new accounting rules for post-retirement health benefits. "Comsat Corp. has returned to profitability," said Comsat President Bruce Crockett, adding that international price deregulation by the FCC would further improve Comsat profits.

Capital Cities/ABC and several

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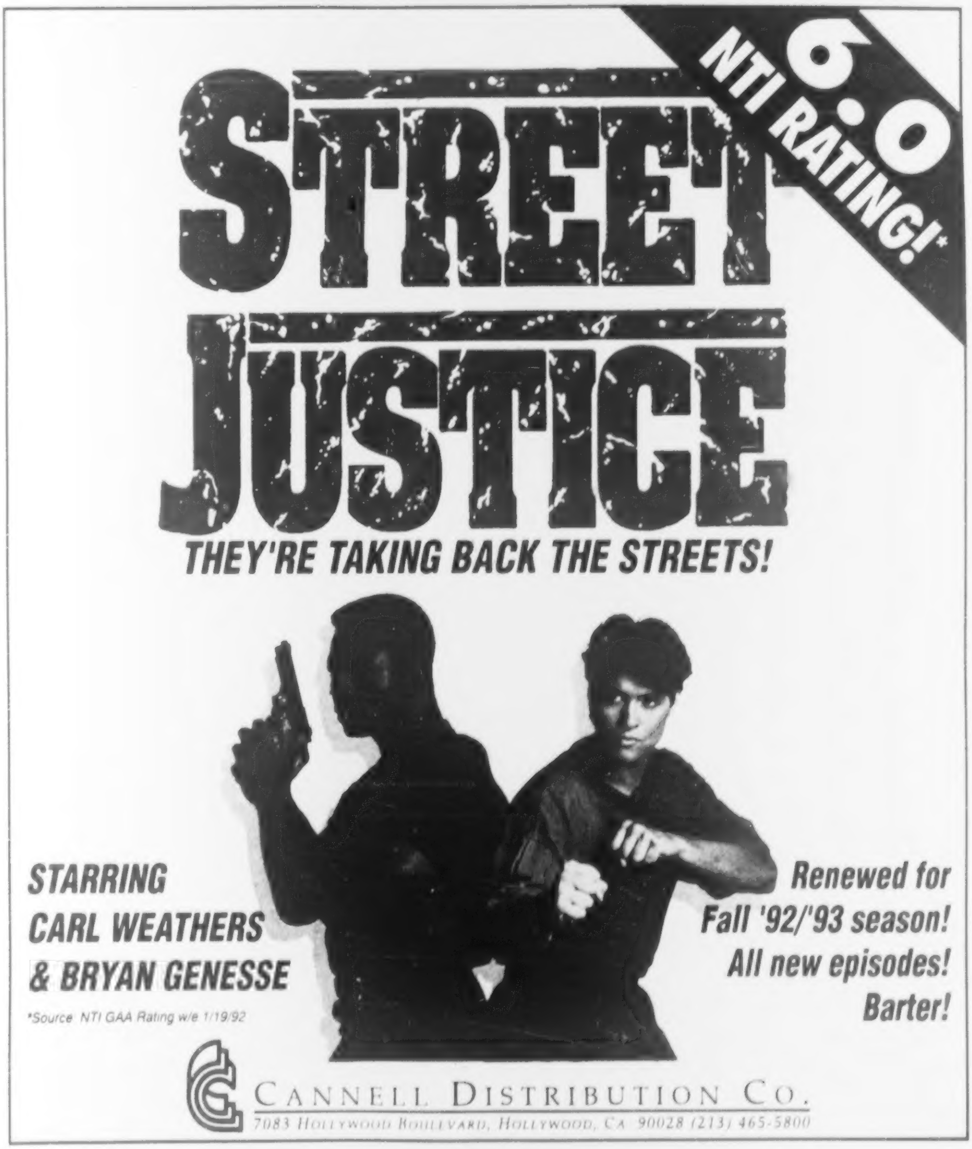
☐ **1ST AMENDMENT BIG WINNER ON INDECENCY BAN / 35**

☐ **KING WORLD TURNS BACK ITS BUFFALO V / 41**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GOING UP: FCC SET TO RAISE RADIO LIMITS

FOX O&O'S OUT OF INTV

By Joe Flint

Fox Broadcasting Co. took one more step to becoming a network last week when it pulled its seven owned stations out of the Association of Independent Television Stations. Fox's departure from INTV raised questions about the association's long-term viability, although so far there is no evidence that Fox's departure has caused other members to question their commitment to INTV.

The decision to leave INTV, according to Preston Padden, Fox senior vice president, affiliate relations, was "a decision of the Fox-owned stations only, and is not intended as a signal to any of our affiliates to do the same. We understand and respect that any of our affiliated stations will reach differing conclusions [in terms of maintaining their INTV membership]."

Fox's departure does not come cheap. According to industry estimates, the Fox stations paid somewhere between $150,000 and $200,000 in annual dues. Hedlund said there will be an impact financially from Fox's leaving, but the association, he added, operated at a profit last year. "This will not put us into the red or jeopardize our future," Hedlund said. He also suggested that cost-cutting at Fox also may have played a part in the decision.

Indeed, one Fox general manager said his station is "in the midst of a budgetary process, which, in all likelihood, is prohibiting us from continuing to pay those kind of dues."

It is unlikely that—at least for now—Fox will try to start its own association for Fox affiliates. One INTV board member and Fox affiliate said he did not think "a Fox start-up would have the clout to rival INTV." Padden said the decision to leave INTV will have no impact on Fox's lobbying efforts, which he will continue to monitor.

Fox's decision came as no surprise to board members and industry operators. Fox had been discussing the possibility since last fall and one INTV board member said he had not seen INTV board member Thom Herwitz, general manager of Fox-owned

This Week

BLASTING CAPS / 4

The FCC will vote this week to raise both the overall and local-market ownership limits on radio stations. The existing rule caps ownership at 12 AM's and 12 FM's, with no more than one each in a single market.

PILOT LITE / 21

The cost-conscious commercial networks are looking at ways to trim the $200-million price tag of pilot development. In addition to looking at fewer projects overall, the networks are ordering abridged presentations (as short as 12 minutes) and opting for live workshop demos.

GLADIATORS FOR EXPORT / 22

Growing ratings and clearances for Samuel Goldwyn Television's *American Gladiators* have allowed the syndicator to grab some upgraded time periods, and they've spawned a spinoff, *World Gladiators,* for export to Europe and Asia.

LIMITED TIME ONLY / 30

Local cable operators are angling for a bigger piece of ad time than the two minutes an hour the networks are ready to give. Operators aren't optimistic, though, about the networks sacrificing any time, and see additional networks as the best way to net more spots.

RADIO MAGNET / 32

The NAB is packing more punch into the radio program at its annual spring convention, hoping that issue-oriented sessions and an audio-only exhibit hall will boost heretofore flagging attendance by the radio crowd.

IT DID NOT STAND / 35

The U.S. Supreme Court last week let stand an appeals court ruling striking down an around-the-clock ban on broadcast indecency. The action means the FCC must carve out a safe harbor for such broadcasts. The 24-hour ban was enacted by Congress four years ago but never enforced by the FCC, which cited legal uncertainties surrounding it.

CPB FUNDING DEBATE / 36

A group of Senate Republicans, riled over what they consider indecent broadcasts and a liberal bias by public TV, last week attacked the $1.1 billion authorization for the Corporation for Public Broadcasting. CPB supporters accused the faction of attempting to hold *Sesame Street* and *Mr. Rogers' Neighborhood* hostage to their own political ends.

PBS children's show host Fred Rogers (right) talks with Senator Harris Wofford (D-Pa.) at a Capitol Hill reception as the Senate debates public TV funding (p. 36).

DIVESTING OF DIVERSITY / 41

With the soft ad market forcing its WIVB-TV into default on its loan covenants, syndicator King World seems likely to give up majority ownership in the CBS affiliate to the station's lenders.

Samuel Goldwyn hopes to complement the strength of 'American Gladiators' with 'World Gladiators' (p. 22)

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Broadcasting's Ratings Week Feb 24 - Mar 1

	ABC	CBS	NBC	FOX
MONDAY	15.7/24	16.8/26	13.9/21	
8:00	44. FBI: Untold Str. 12.7/20	13. Evening Shade 16.2/25	23. Fresh Prince 15.2/23	
8:30	42. Amer Detective 12.9/19	9. Major Dad 17.0/25	28. Blossom 14.8/22	
9:00	8. ABC Monday Night Movie—Crash Landing: Rescue-Flight 232 17.1/26	4. Murphy Brown 19.0/28	36. NBC Monday Night Movie—Grass Roots, Pt.1 13.4/20	
9:30		10. Designg Wmn 16.8/25		
10:00		17. Northern Exposure 15.9/25		
10:30				
TUESDAY	15.3/23	17.2/26	15.3/23	NO PROGRAMING
8:00	11. Full House 16.5/25	13. 34th Grammy Awards 16.2/27	20. In the Heat of the Night 15.6/23	
8:30	7. Home Improvmt 17.5/25			
9:00	3. Roseanne 19.2/28		25. NBC Movie of the Week Grass Roots, Pt.2 15.1/23	
9:30	11. Coach 16.5/24			
10:00	55. Mobs and Mobsters 11.1/18			
10:30				
WEDNESDAY	14.9/24	10.4/17	13.4/22	NO PROGRAMING
8:00	50. Dinosaurs 11.9/19	63. Davis Rules 9.5/15	5. Unsolved Mysteries 18.8/30	
8:30	31. Wonder Years 14.4/22	74. Brooklyn Bridge 7.6/12		
9:00	19. ABC Movie Special—When Harry Met Sally 15.7/26	59. Jake and the Fatman 10.4/16	35. Seinfeld 13.5/21	
9:30			57. Night Court 10.8/17	
10:00		47. 48 Hours 12.1/21	65. Quantum Leap 9.2/16	
10:30				
THURSDAY	10.6/17	11.6/18	15.8/25	13.9/21
8:00	62. Columbo 9.7/15	55. Top Cops 11.1/17	26. Cosby 15.0/24	33. Simpsons 14.0/22
8:30			22. A Diffrnt World 15.4/24	29. Simpsons 14.6/23
9:00		53. Street Stories 11.3/17	6. Cheers 18.2/27	36. Beverly Hills 90210 13.4/20
9:30			17. Wings 15.9/24	
10:00	45. Primetime Live 12.4/21	45. Knots Landing 12.4/21	26. L.A. Law 15.0/25	
10:30				
FRIDAY	13.2/24	7.5/14	10.7/20	7.7/14
8:00	39. Family Matters 13.3/24	77. Scorch* 7.2/13	39. Matlock 13.3/24	74. America's Most Wanted 7.6/14
8:30	51. Step By Step 11.8/21	77. Fish Police* 7.2/13		
9:00	52. Baby Talk 11.7/21	70. Tequila and Bonetti 7.9/14	59. I'll Fly Away 10.4/19	73. Sightings: Ghosts 7.8/14
9:30	61. Billy 10.1/18			
10:00	16. 20/20 16.0/30	76. Hearts are Wild 7.4/14	69. Nightmare Cafe* 8.4/16	
10:30				
SATURDAY	7.0/13	8.2/15	13.9/25	8.8/16
8:00	85.Capitol Critters 6.1/11	70. CBS Saturday Movie—Shipwrecked 7.9/14	23. Golden Girls 15.2/28	64. Cops 9.4/17
8:30	83. Who's the Boss? 6.3/11			
9:00	87. Perfect Strang. 5.4/10		20. Empty Nest 15.6/28	66. AMW Special 9.0/16
9:30	82. Growing Pains 6.4/11		30. Nurses 14.5/26	77. Firehouse Encore 7.2/13
10:00	67. The Commish 8.9/17	68. Boys of Twilight* 8.7/16	53. Sisters 11.3/21	
10:30				
SUNDAY	10.6/16	19.2/30	9.3/15	9.4/15
7:00	70. Life Goes On 7.9/13	1. 60 Minutes 21.4/36	89. Eerie, Indiana 4.5/8	83. True Colors 6.3/11
7:30				81. Parker Lewis 6.5/11
8:00	32. Am Fun Hme Vid 14.1/21	13. Murder, She Wrote 16.2/24	80. Hot Country Nights 6.7/10	41. In Living Color 13.2/20
8:30	49. Am Fun People 12.0/18			34. In Living Color2 13.6/20
9:00	58. Muhammad Ali 50th Birthday Celebration 10.7/16	2. CBS Sunday Movie—A Woman Scorned 19.5/30	42. NBC Sunday Night Movie—Perry Mason: Case of Fatal Framing 12.9/20	36. Married w/Childn 13.4/20
9:30				47. Married wChildn2 12.1/18
10:00				86. Get a Life 5.8/9
10:30				90. Sunday Comics 4.4/7
WEEK'S AVGS	12.4/20	13.3/21	13.0/21	9.8/16
SSN. TO DATE	12.1/20	14.1/23	12.6/22	7.9/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

MEDIA HOPE TO ACCESS NEW COMPUTER DOLLARS

By Sharon D. Moshavi

TV SPENDING BY COMPUTER COMPANIES

Company	*1990*	*1991*	*Percent to network 1990*	*Percent to network 1991*
Apple Computers	**$21.2 million**	**$9.7 million**	**64**	**63**
Compaq	**7.2 million**	**33,000**	**83**	**0**
Hewlett-Packard	**6.5 million**	**7.6 million**	**62**	**88**
IBM	**34.8 million**	**23.6 million**	**92**	**89**
Radio Shack	**10.6 million**	**6.5 million**	**96**	**85**
Sharp	**4.9 million**	**307,000**	**100**	**0**
Toshiba	**2.6 million**	**1,000**	**69**	**0**
Xerox	**8.4 million**	**11.4 million**	**93**	**99**

Source: Arbitron Broadcast Advertisers Report

Computer manufacturers, a slumping ad category in 1991, may be on the mend for 1992. At least two computer companies are newly entering the television advertising arena, which could be the impetus for other competitors to bring their dollars back into the TV market.

The companies, Digital Equipment Corp. and software manufacturer Microsoft, are turning to television for the first time to advertise their products, according to published reports. Microsoft is said to be spending $8 million in the next month, and Digital is said to be spending about 30% of its advertising budget on TV. That could mean revitalized competition in the marketplace and heavier spending in 1992 by computer companies, which already advertise on TV and which for the most part cut back their spending in 1991 (see chart).

Of the three product categories comprising the computer category, the largest was down drastically in 1991. The computers, hardware and software category, was hit hard, down by more than 50%, from $66.3 million two years ago versus $30.5 million last year, according to Arbitron's Broadcast Advertisers Reports (BAR). Furthermore, that decline may have been concentrated among personal computer manufacturers, such as IBM, Apple and Compaq.

The word processing category, however, grew by 63%, up from $8.9 million in 1990 to $14.5 million in 1991. The data systems and general company promotion category also grew by 23%, up from $21.1 million in 1990 to $26 million last year.

Total TV spending for all computer categories, including hardware and software, word processors and data systems, was down 25% from $95 million in 1990 to $70.8 million in 1991, said BAR.

Although it had the least percentage loss, computer advertising on network TV lost the most in dollars, down 25% from $74 million to $55.8 million, compared with a 5% drop in overall network advertising last year. Cable TV was down nearly 29% from $10.1 million in 1990 to $7.2 million in 1991, despite a 10% gain in overall cable advertising revenue.

The percentage drop for national spot computer advertising was the largest, from $10.4 million to $6.6 million in 1991, for a 36% decline. National syndication was the only category to see growth, although in absolute dollars the growth was small, going from $445,000 in 1990 to $1.2 million in 1991. ■

SINGAPORE BROADCASTING CORPORATION

INVITATION FOR PROPOSALS

The Singapore Broadcasting Corporation (SBC) invites proposals for a radio consultancy study for its 9 radio channels comprising 4 English-language channels, 2 Mandarin channels, 2 Malay channels and 1 Indian channel. Consulting groups with experience in radio management, programming, marketing and research are invited to submit proposals.

The scope of the consultancy includes formulating a market segmentation strategy, business structures and a comprehensive business plan for SBC Radio; and advising on improvements in programming, marketing, research, staff development and other areas of radio management.

Please obtain the necessary Tender Specifications from:
Head(Tender Unit)
Singapore Broadcasting Corporation
Andrew Road, Caldecott Hill
Singapore 1129
Attn: Mr Ow Kee Hong
Tel: (65) 3503434
Fax: (65) 2357736

Deadline for submission of proposals is 10 April 1992.

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WSLM-FM Salem, Ind. □ Sold by Henson Media Inc. to U.S. Radio III for $2 million. **Seller** is headed by Don H. Martin, and is licensee of WSLM(AM) Salem, Ind. **Buyer** is headed by Ragan Henry and other investors. Henry, under U.S. Radio and Ragan Henry Broadcast Group Inc., owns 8 AM's and 13 FM's. He is also purchasing KMGR-AM-FM Salt Lake City (see below). WSLM-FM has gospel, sports and talk format on 98.9 mhz with 50 kw and antenna 492 feet. *Broker: Sailors & Associates.*

WCTH(FM) Plantation Key, Fla. □ Sold by Sounds of Service Radio Inc. to Gateway Broadcasting Inc. for $1.148 million. Terms: $900,000 cash at closing and $248,000 noncompete and consulting agreement. **Seller** is headed by Marie B. Rivers, and has interests in WEDR(FM) Miami and WSWN(AM) Belle Glade, both Florida; WGUN(AM) Atlanta, WEAS(AM)-WWJD(FM) Savannah and WGOV(AM)-WAAC(FM) Valdosta, all Georgia, and KWAM(AM)-KRNB(FM) Memphis. **Buyer** is headed by Norma Wymer. Gateway Broadcasting is currently "time brokering" small portion of time on WCTH pursuant to agreement dated July 1, 1991. WCTH has AC format on 100.3 mhz with 100 kw and antenna 440 feet.

WWNN(AM) Pompano Beach, Fla. □ Sold by 777 Communications Ltd. to HMS Broadcasting Inc. for $1.08 million. Terms: $120,000 escrow deposit and $960,000 cash at closing, of which $330,000 is for three-year noncompete covenant. **Seller** is owned by general partner Nuckols Corp., headed by Joseph S. Nuckols Jr., and has no other broadcast interests. **Buyer** is headed by Howard and Susan Goldsmith, husband and wife, who have interests in WNZS(AM) Jacksonville (sold, pending FCC approval) and WSBR(AM) Boca Raton, both Florida. Susan Goldsmith also has interests in WTMY(AM) Sarasota, Fla. WWNN has motivation-self-help format on 980 khz with 5 kw day and 1 kw night.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$1,605,500** □ **7**

FM's □ **$4,726,880** □ **6**

AM-FM's □ **$1,235,000** □ **2**

TV's □ **$0** □ **0**

Total □ **$7,567,380** □ **15**

1992 to Date:

AM's □ **$8,786,601** □ **24**

FM's □ **$34,308,235** □ **38**

AM-FM's □ **$22,371,022** □ **14**

TV's □ **$25,710,000** □ **7**

Total □ **$91,175,858** □ **83**

For 1991 total see Jan. 27, 1992 BROADCASTING

KUUY(AM)-KKAZ(FM) Orchard Valley (Cheyenne), Wyo. □ Sold by Arlie L. Davison and Associates Inc. (formerly Windsor Communications Inc.) to Windsor Communications Inc. of Wyoming for $1 million. Terms: $125,000 cash at closing and $875,000 eight-year promissory note at 10%. **Seller** is headed by John W. Hough. Ross A. Fleischmann, 44.5% shareholder, has 5% interest in licensee of KJFM(FM) Louisiana, Mo. **Buyer** is headed by Paul E. Lowrey, and has no other broadcast interests. KUUY has C&W format on 650 khz with 8.5 kw day and 500 w night. KKAZ has AC format on 100.7 mhz with 100 kw and antenna 490 feet.

WDLT(FM) Chicksaw (Mobile), Ala. □ Sold by JAB Broadcasting Inc. to United Broadcasting Co. Inc. for $879,000. Terms: $725,804 cash at closing and $153,196 eight-year promissory note at 10%. Sale of station approved last year to Bay Lakes Broadcasting Inc. for $879,000 did not close ("For the Record," Aug. 12, 1991). **Seller** is headed by J. Alex Bowab, and has no other broadcast interests. **Buyer** is headed by Tom C. Wilson, and is permittee of WKWA(AM) Mobile, Ala. WDLT has soft AC format on 98.3 mhz with 3 kw and antenna 300 feet.

CLOSED!

KZRQ-AM/KIVA-FM,
Albuquerque/Santa Fe, New Mexico, from Daytona Group of New Mexico, Norman Drubner, Principal, to Carl Como Tutera.

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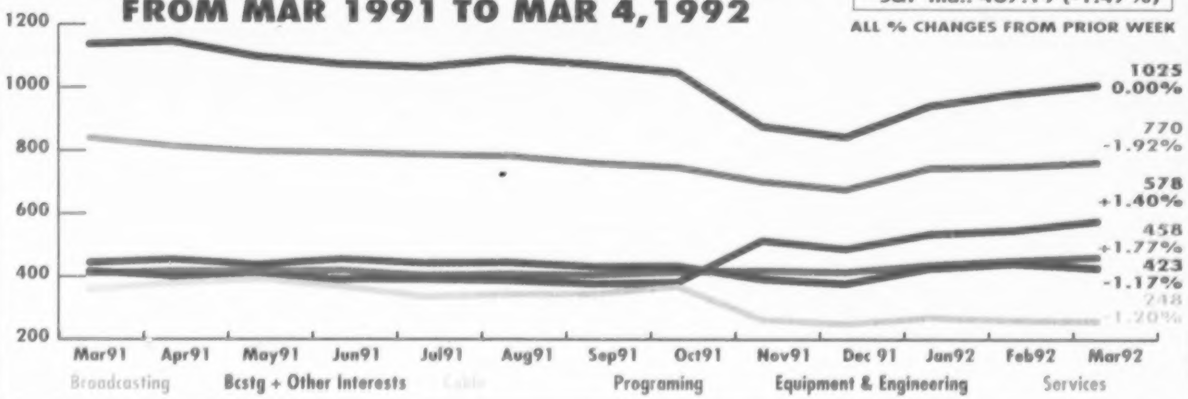
Broadcasting's By The Numbers

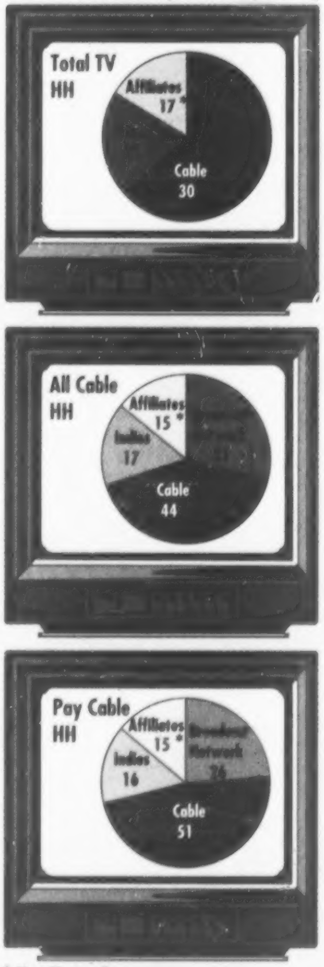
STOCK MARKET PERFORMANCE AVERAGES FROM MAR 1991 TO MAR 4,1992



NASDAQ: 630.29 (-0.34%)
S&P Ind.: 487.19 (-1.47%)

ALL % CHANGES FROM PRIOR WEEK

HOW VIEWING TIME IS DIVIDED (1990/91)



* Non-Network

Source: Cabletelevision Advertising Bureau

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's¹	TOTAL*
Commercial AM	4,984	230	5,214
Commercial FM	4,588	1,017	5,605
Educational FM	1,514	316	1,830
Total Radio	**11,086**	**1,563**	**12,649**
Commercial VHF TV	557	15	572
Commercial UHF TV	579	171	750
Educational VHF TV	123	5	128
Educational UHF TV	235	9	244
Total TV	**1,494**	**200**	**1,694**
VHF LPTV	422	150	572
UHF LPTV	759	856	1,615
Total LPTV	**1,181**	**1,006**	**2,187**
FM translators	1,887	349	2,236
VHF translators	2,531	76	2,607
UHF translators	2,323	384	2,707

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

KMOX(AM)'S ROBERT HYLAND DIES AT 71

Robert Francis Hyland Jr., senior vice president, CBS Radio, and general manager, KMOX(AM)-KLOU(FM) St. Louis, the station CBS founder William Paley called the "jewel in CBS's crown," died of cancer March 5 at his home in St. Louis.

Hyland had been with the station since 1951, when he joined KMOX as national sales manager. He began his career in 1941 at WTAD(AM) Quincy, Ill. After serving in the Navy as an ensign, he returned to radio at KXOK(AM) St. Louis in 1946. In 1950 he moved to CBS-owned WBBM(AM) Chicago as an account executive before returning to St. Louis with KMOX(AM).

Working from midnight to 5 p.m., Hyland directed programing "with the self-assurance of a gambler holding four aces," BROADCASTING said of him in 1956, and he was an innovative programer and marketer. CBS/Broadcast Group President Howard Stringer said, "He was that rare type of executive who gave his all to a vast array of issues and interests simultaneously. We are enriched for having known him, and the industry will always bear his imprint." He pioneered the talk format, editorializing, endorsing candidates, carrying baseball broadcasts of the St. Louis Cardinals and using the Conelrad warning system for severe weather conditions, a plan later adopted nationally by the United States Weather Bureau. He turned down the presidency of CBS Sports and the CBS radio network to stay in his native St. Louis. "It's too easy in this business to get opaquely absorbed in your own little office and completely lose touch with the people you are trying to serve," he told BROADCASTING at the time. Information, he believed, is the "lifeblood of radio."

While leading one of America's top-rated news/talk/sports stations, Hyland earned a reputation as one of St. Louis's outstanding public servants and civic leaders. He incorporated some of that service in KMOX, including *Call for Action*, an off-air volunteer program, and broadcasts from both houses of the Missouri Legislature. He was founder of the Media Club of St. Louis and the Hyland Center for the treatment of chemical dependency within St. Anthony's Medical Center.

He was the recipient of many industry awards, including the National Association of Broadcasters "Broadcaster of the Year" award. He is survived by his wife, Pat; sons Matt and Robert III, the latter an executive with Arbitron, New York, and former general manager of KCBS-TV Los Angeles; a daughter, Molly; his brother, William, and six grandchildren.

TECHNOLOGY

Thomas Vaccaro, audio maintenance technician, ABC Radio Networks, New York, named manager of data systems.

Virginia Lee, general manager, satellite division, Learfield Communications Inc., Jefferson City, Mo., joins Scientific-Atlanta Inc., Atlanta, as sales and marketing administrator, Broadcast Radio & Data Systems.

D.L. Bean, general manager, IPA, Chicago, joins Editel there as general manager.

PROMOTION AND PR

Jerry Sherman, retired VP, corporate communications, Paramount Communications Inc., New York, rejoins as senior VP, corporate communications.

Robert L. Pini, senior account executive, Bender Goldman Helper, joins Group W Satellite Communications, New York, as manager, public relations.

ALLIED FIELDS

Walter C. Miller, most recently producer and director, *Saturday Night at the Super Bowl*, has been named executive producer and director of Academy of Television Arts & Sciences' *44th Annual Primetime Emmy Awards*. Miller has directed and produced past Emmy programs.

Robert Johnson, president, Black Entertainment Television, Washington, will be honored with National Association of Black Owned Broadcasters' Pioneer in Entertainment award.

John Francois, territory manager, Radio Advertising Bureau, New York, named director, regional markets.

DEATHS

Kenneth Francis Gaughran, 55, senior editor, ABC Radio Network, died March 3 in New York of cancer. Gaughran was with ABC News since 1966 where he started as radio newswriter and editor. He previously worked as news director at Herald-Tribune Radio Network from 1963 to 1966.

Kenneth Muir Reichenbach, 73, engineer, died of heart attack Feb. 18 in Portsmouth, Va. Since 1976, Reichenbach worked at WGNT(TV) Portsmouth, Va., most recently as director of engineering. He earlier worked at WNEW(TV) New York, from 1946 to 1976. He is survived by his wife, Camille; daughter, Renee, and two grandchildren.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting

In Brief

The Public Broadcasting Authorization bill (S. 1504) has been delayed indefinitely in the Senate. Debate on the bill bogged down after the first day last week (see page 36). The Senate moved on to debate a crime bill and is expected to spend this week on tax legislation. The bill's supporters hope to come to a compromise with the seven key conservative Republican opponents within the next few weeks. S. 1504 would authorize $1.1 billion to CPB in 1994-96.

An anti-abortion ad campaign broke last week on several cable networks, but at least three networks refused to air it. Arts & Entertainment and Viacom's MTV and Nick at Nite will not accept the spots, which focus on choosing adoption over abortion. The month-long campaign, paid for by the Arthur S. DeMoss Foundation, is currently running on all four Turner networks, Lifetime, the Discovery Channel and CNBC. Some CNBC staffers are not happy with that decision and held a meeting with CNBC President Al Barber to voice concerns. Sources say the network may ask to run a disclaimer with the ads. Lifetime, the cable channel targeted at women, said it has received some calls on the commercial, with opinions "balanced between positive and negative," said a spokesperson.

Nielsen Media Research signed a multi-year contract with the Hearst Broadcasting Group last week. The agreement covers all six Hearst television stations, including WBAL-TV Baltimore and KMBC Kansas City, which will be metered markets effective November 1992. Also under the contract, WISN-TV Milwaukee will take metered service for the first time, WCVB-TV Boston is renewing its metered service, and WDTN-TV Dayton, Ohio, and WTAE-TV Pittsburgh are renewing the diary service.

Cox Enterprises has exercised its options to purchase Merrill Lynch & Co.'s remaining 37.6% interest in Teleport Communications Group, bringing the company's total ownership role to 50.1%. TeleCommunications Inc. last month agreed to buy the remaining 49.9% stake in the telephone company, which provides alternative optical fiber access to long-distance carriers, major businesses and others (BROADCASTING, Feb. 24).

The Monitor Channel has signed a deal with Super Channel, a pan-European satellite service which beams programs in English from London to 24 countries representing 50 million homes. As planned, a weekly Monitor "mini-newsfeed" will provide Super Channel with 10 stories, each averaging four to seven minutes in length.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 23. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.5/224/99
2. Jeopardy!	13.1/212/97
3. Star Trek	12.0/234/98
4. Oprah Winfrey Show	11.2/212/98
5. Entertainment Tonight	9.4/186/96
6. Current Affair	8.4/171/93
7. Married...With Children	8.3/174/94
8. Cosby Show	7.9/204/97
9. Donahue	7.5/220/97
10. Inside Edition	7.2/126/85
11. Sally Jessy Raphael	6.4/207/97
12. Hard Copy	6.3/169/91
13. Wheel Of Fortune-wknd	6.0/150/88
14. Street Justice	5.7/136/91
15. Love Connection	5.2/183/94

News Corp. said it intends to raise approximately $300 million by issuing zero coupon notes due 2002. The company says proceeds would be used "to continue...to reduce indebtedness and to provide funds for general corporate purposes." The notes will be exchangeable into shares of News Corp.

NBC profit in 1991 plunged 56%, to $209 million, on a 4% revenue decline, to $3.1 billion. The General Electric subsidiary's income would have decreased even further, save for a "gain recorded on the disposition of NBC's interest in the RCA Columbia Home Video joint venture." According to the GE annual report, the NBC Television Network reported a loss, while operating results at the owned TV stations also declined. Contributing to the loss was a write-down of NFL rights.

KPIX-TV FILES FOR PRIME TIME WAIVER

KPIX-TV San Francisco made it offical last week and requested a temporary waiver of the prime-time access rule. In its request to the FCC, the Group W-owned station says its experiment will be different from that of KCRA-TV Sacramento because two stations (KRON-TV San Francisco is the other one) will be participating, which will provide the FCC with "even more valid data on the impact of an across-the-board change in the prime time period." Since KPIX-TV airs a one-hour newscast at 10-11 p.m., it does not technically need a waiver. However, citing a competitive market that "requires stations to remain fluid" in their ability to change schedules, the station wants the same flexibility that may be accorded KRON-TV regarding a redesignated PTAR period.

KPIX-TV has been airing CBS prime time programing in the 7-10 p.m. slot since Feb. 8; the same time KRON-TV made its switch. -JF

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MAR 16

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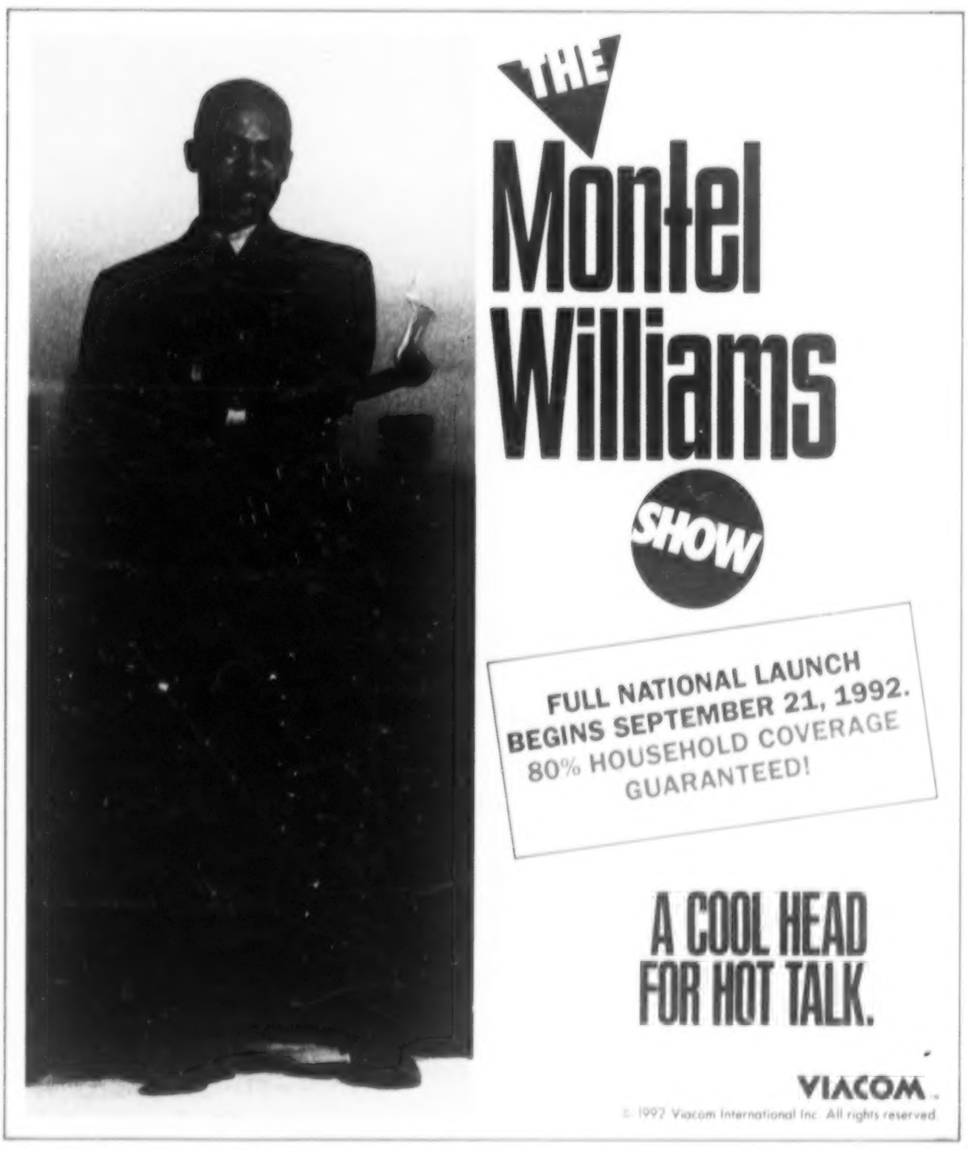
❑ **FIRST OF FIVE-PART SERIES: OUTLOOK FOR TV ADVERTISING / 32**

❑ **VOTERS IN N.C. TOWN SPURN TCI FOR MUNICIPAL SYSTEM / 36**



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BASEBALL '92: LOCAL RIGHTS TOP $258 MILLION

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❑ **FCC EYES RELAXATION OF TV RULES / 44**

❑ **SECOND OF FIVE-PART SERIES: OUTLOOK FOR TV ADVERTISING / 52**

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**AB '92: THE DRIVE
OR LOW-COST
IGH TECH**

RADIO'S MAGIC NUMBERS: 30-30

Those are the new national caps for AM and FM; FCC relaxes duopoly rules, to allow ownership of three to six stations, depending on market size

By Joe Flint

Hoping to breathe life into an ailing radio industry, the FCC last Thursday (March 12) raised the radio ownership caps to permit common ownership of up to 60 stations nationwide and up to six in a single large market.

The action drew praise from the broadcasting establishment (see story, page 5), but also the ire of minority broadcasters and Congress.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) requested that the commission provide him with the information that was the basis for its actions.

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) vowed to introduce legislation to reinstate the caps on multiple ownership (12 AM's and 12 FM's) and duopoly (no more than one AM or FM in a market).

"The FCC's deregulatory sprees of the past decade have led to yet another ill-advised policy that will have devastating effects on consumers and broadcasters alike," Markey said.

But the FCC was convinced that the raising of the caps was in the best interest of broadcasting and the public. "These actions today are progressive, reform-minded and will in the final analysis do what we are here to do, which is not to referee between radio and other media but to help the public get the best in service, and I think this will in fact help advance that service," said FCC Chairman Alfred Sikes, who led the deregulatory charge.

The changes are the FCC's response to radio's tough times. Said Commissioner James Quello: "The one point about which all agree is that the radio industry is in bad shape."

In a 4-0 vote (with Commissioner Andrew Barrett none too quietly abstaining), the commission said that as of Aug. 1, a single broadcaster or group owner can own up to 30 AM's and 30 FM's.

Shattering the old duopoly rule, which permitted only a single AM-FM combination per market, the FCC is now permitting ownership of from three to six stations per market, depending on market size. In a market with more than 15 stations, broadcasters are subject to an audience share cap of 25% in addition to the numerical caps. In markets with 15 or fewer stations, they are also limited by a prohibition against owning more than half the stations in the market.

Broadcasters who buy in below the 25% share cap and subsequently exceed it will not have to divest a station. Commissioner James Quello, troubled by the no-divestiture policy, suggested the commission might want to consider requiring divestiture by any operator who exceeds the 25% audience share cap in two consecutive rating books.

Industry operators think it unlikely that any broadcaster will be able to gain a 25% audience share. One FCC staffer said the commission will have to address the issue more carefully. "Why would the FCC want to be ratings police?" the staffer asked.

The FCC action was not completely deregulatory; it includes restrictions on time brokerage or so-called local marketing agreements among stations in the same market. Under the new rules, LMA's will count against

Continues on page 11

THE FCC'S NEW LOCAL OWNERSHIP CAPS

Market size (by number of stations)	Total stations	AM	FM	Combined share
40 +	6	3	3	25%
30-39	5	3	2	25%
15-29	4	2	2	25%
1-14*	3	3	2	NA

* In the smallest markets, broadcasters are also prohibited from owning more than half the stations in the markets.

Note: Local marketing agreements count against the ownership caps. For example, a broadcaster in a market with 15 stations who already owns two AM's and one FM may enter into an LMA with only one FM.

SURGE, NOT FRENZY, SEEN IN RADIO TRADING

New investors, group mergers also predicted

By Peter Viles

The FCC's ruling on radio group ownership creates new opportunities for healthy group owners poised to expand within their current markets, and brings a ray of hope to owners of cash-poor stations who have been unable to find buyers, say industry observers.

Group owners and media brokers said they expect to see mergers or joint ventures between group owners if the ruling takes effect unchanged, and some predicted that radio will begin to attract new investors who previously bypassed the industry entirely because of its ownership limits.

"The main reason a lot of investors have never been interested in radio is that it's so small," said an executive at a station group. "Well, it won't be so small anymore."

While some group owners said privately the FCC's decision could lead to a painful consolidation of the industry, including reduced employment and disadvantages for smaller operators, group owners for the most part reacted enthusiastically.

"We think there are great opportunities here for us and anyone else who wants to consolidate their radio ownership and build it into a stronger business," said Stephen Hildebrandt, chief counsel for Group W Radio.

Among the group owners who appear poised to expand their holdings are EZ Communications and Infinity Broadcasting Corp., whose president, Mel Karmazin, has been particularly bullish on same-market expansion.

Karmazin issued a statement calling the FCC ruling "very positive for major-market radio."

Among the other station groups seen as positioned to expand their holdings, according to industry observers, are Capital Cities/ABC, CBS Broadcast Group, Cox Enterprises, NewCity Communications, Group W Radio and Viacom Broadcasting.

This Week

Baseball '92 tallies team-by-team broadcast deals (p. 21)

NEW RADIO CAPS / 4

The FCC last week raised the ownership caps to allow common ownership of up to 60 radio stations nationwide and up to six in a single large market.

WAITING FOR 'THE SIMPSONS' / 16

Well in advance of the show's 1995 syndication launch, stations are eagerly anticipating the marketing plan for *The Simpsons*. Fox O&O's have right of first refusal in the bidding for local rights, but Twentieth Television denies they'll get a discount off the market price.

DIAMOND MINE / 21

BROADCASTING's annual market-by-market estimates of local broadcast and regional cable payments for baseball rights show $258 million heading into coffers of the 26 major league clubs.

NAB: NO AM, NO RBDS / 24

Potential manufacturers of radio broadcast data service (RBDS) technology received a strong signal from the NAB: the system must accommodate AM in order to receive the association's support. Critics say NAB's position could doom chances for RBDS in the U.S.

IN COUNTRY / 25

Nashville provided a bright spot for an otherwise dreary radio climate when country station executives gathered there March 4-7 for the 23rd annual Country Radio Seminar. "The appetite for country programing has never been higher," said one attendee, as CRS boasted record numbers.

RAISING THE EXEMPTION / 28

House members seem likely to follow the example of their Senate colleagues and allow an increase in the size standard for the rural exemption. Currently set at 2,500, the exemption, which allows telephone companies to own cable systems in small communities, would increase to cover towns of up to 10,000 population under S. 12.

CAMPAIGN ADS ON CABLE / 34

Cable is attracting a larger share of ad dollars in this presidential campaign round, although national candidates are finding the medium's narrowcasting ability may be more suited to local races.

REBOUND WATCH / 32

The dismal ad performance of 1991 will make even a slight pick-up in '92 look good by comparison, but broadcasters are hoping for real growth that outpaces costs as well as the return by other media. In the first of a five-part series, BROADCASTING looks ahead to the long-anticipated rebound.

TCI'S SMALL-TOWN TUSSLE / 36

In a rebuff to TCI, the citizens of Morganton, N.C., voted by better than a 2-1 margin to let the city own and operate the local cable system. A court appeal is pending on the issue, and some observers see a potential rallying cry against cable operators across the country.

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RADIO RULES

Continued from page 4.

the ownership limits.

"Given today's relaxation of the local ownership rules, widespread and substantial time brokerage among such stations could undermine broadcast diversity and competition," an FCC release said. Putting it more bluntly was Mass Media Bureau Chief Roy Stewart: "You program it, you own it." The commission instructed licensees involved in LMA's to keep those agreements in their public files and report them with their ownership reports.

The FCC also put the clamps on simulcasting within a market, limiting it to 25% of the broadcast day for co-owned stations whose signals overlap more than 50% and for LMA stations whose signals "serve substantially the same area."

The ownership increases were not as dramatic as had been anticipated. Sikes and the FCC staff had originally advocated no national caps and local ones more liberal than those adopted. Sikes was backed by Commissioner Marshall, but none of the others wanted to go as far. Over the past few weeks, Quello and Duggan worked as moderating forces.

Quello floated a proposal two weeks ago that would have fixed the national caps at around 50-50. It would have carried the day, but Quello began retreating from it last week. The compromise was 30-30; Duggan's numbers.

Although FCC officials see the new rules as moderate, the rules are perceived as too radical by key legislators as well as minority broadcasters and public interest groups who fear that major players will drive smaller operators out of the business and hurt programing and news diversity.

At a Senate hearing the day before the meeting, Commerce Committee Chairman Ernest Hollings (D-S.C.) criticized Sikes and the FCC's radio ownership proposals at an oversight hearing (see page 11). Dingell had warned FCC officials against raising the caps too high three weeks ago (BROADCASTING, March 2).

Andrew Schwartzman, executive director, Media Access Project, said the commission's actions will "decimate rules which protect diversity in mass communications." Schwartzman said it is the "view of many" that deregulation has been a cause, rather than a cure, of the problems facing the radio industry.

While the jury is still out on what impact the new radio rules will have on the industry, there is little doubt that the rulemaking process had an adverse effect on the relationship among commissioners.

During the meeting, Barrett said he was abstaining because he had "insufficient information before me upon which to base a vote." Once he has seen the final order, he added, he would vote, probably against it.

Barrett blasted Sikes and the FCC staff for expecting him to vote on a one-and-a-half-page outline of the rules and for having to first read about the outline in the trade press.

Reacting to Barrett's charges, Sikes told Stewart to provide the press with the dates all commissioners received documents relating to the rulemaking.

"I don't want to play any little games with you," Barrett shot back. "I have not given any indication that I did not receive it [the draft order]. I simply said to you [Sikes] that it has gone through three processes since then, and the final process which you all gave out yesterday, I heard about [first] on the street."

Some FCC sources involved in crafting the rules said Barrett had little involvement, although he submitted a proposal early on that would have raised the national AM-FM caps to 25-25 or, for minority broadcasters, 30-30. The sources said he may have been able to persuade Duggan and Quello to back a minority preference of some kind, but never really tried. The sources attributed Barrett's lack of interest to his conflicting constituencies—the White House, which opposes minority preferences, on the one hand and minority broadcasters on the other.

Following the meeting, Barrett said he had no problem with Sikes or the process. What was bothering him in the wake of the vote were the reports, which he attributed to Duggan, that he was not engaged and that he was a weak advocate for his own minority preference.

Barrett said he met several times with Sikes and attempted, to no avail, to win his support for the preference. "The chairman is the leader of the process, and that's who I was dealing with," he said.

His proposal to allow minorities to own more stations than others is one of "fundamental fairness and equity," he said. Congress requires such preferences, and the courts have upheld their validity, he added. ■

SIKES GRILLED BY HOLLINGS ON RADIO RULES

In what may be a sign of things to come, Ernest Hollings (D-S.C.), chairman, Senate Commerce Committee, grilled FCC Chairman Alfred Sikes (above) about the commission's plans to relax radio ownership rules at a hearing last week. While other members were mostly supportive of the plan, Hollings said he is a "born-again regulator." Among Sikes supporters was John Danforth (D-Mo.), who said of the plans: "I don't disagree with the cure, but it seems like an antacid tablet for a major disease."

Broadcasting's Ratings Week ▨ Mar 2-8

	ABC	CBS	NBC	FOX
MONDAY	11.8/18	16.6/26	16.7/26	
8:00	39. FBI: Untold Str. 12.2/19	17. Evening Shade 15.5/24	16. Fresh Prince 15.6/24	
8:30	37. Amer Detective 12.4/19	12. Major Dad 16.3/25	19. Blossom 14.8/22	
9:00	46. ABC Monday Night Movie—Lock Up 11.5/18	3. Murphy Brown 19.8/29	8. NBC Monday Night Movie—Woman with a Past 17.5/27	
9:30		9. Designg Wmn 17.0/25		
10:00		17. Northern Exposure 15.5/25		
10:30				
TUESDAY	19.7/30	14.4/22	12.1/19	NO PROGRAMING
8:00	6. Full House 18.0/28	25. Rescue: 911 13.8/21	21. In the Heat of the Night 14.2/22	
8:30	5. Home Improvmt 18.9/28			
9:00	2. Roseanne 22.2/33	20. CBS Tuesday Movie—Grave Secrets 14.7/23	41. Law and Order 12.0/18	
9:30	4. Happy Days Reunion 19.6/31			
10:00			58. Reasonable Doubts 10.2/17	
10:30				
WEDNESDAY	14.5/24	11.4/19	12.5/20	NO PROGRAMING
8:00	10. The Young Indiana Jones Chronicles* 16.6/26	62. Davis Rules 9.5/16	11. Unsolved Mysteries 16.4/26	
8:30		71. Brooklyn Bridge 8.4/13		
9:00		41. Murphy Brown 12.0/18	46. Seinfeld 11.5/18	
9:30		48. Designg Wmn 11.3/18	53. Night Court 10.5/16	
10:00	57. Homefront 10.3/18	28. 48 Hours 13.7/24	58. Quantum Leap 10.2/18	
10:30				
THURSDAY	11.7/20	11.3/19	12.8/21	10.6/17
8:00	53. Columbo 10.5/17	50. Top Cops 10.9/18	24. Cosby 13.9/23	41. Simpsons 12.0/20
8:30			25. A Diffrnt World 13.8/22	71. Drexell's Class 8.4/14
9:00		53. Street Stories 10.5/17	15. Cheers 15.9/25	50. Beverly Hills 90210 10.9/17
9:30			25. Wings 13.8/22	
10:00	21. Primetime Live 14.2/25	35. Knots Landing 12.6/22	61. L.A. Law 9.7/17	
10:30				
FRIDAY	13.7/25	7.6/14	10.3/19	5.9/10
8:00	30. Family Matters 13.4/24	78. Scorch 6.9/12	31. Matlock 13.3/24	75. America's Most Wanted 7.4/13
8:30	32. Step By Step 13.0/23	82. Fish Police 6.0/11		
9:00	37. Baby Talk 12.4/22	64. Tequila and Bonetti 9.0/16	60. I'll Fly Away 10.0/18	84. Hidden Video 4.7/8
9:30	49. Billy 11.1/19			86. Hidden Video 9:30*4.0/7
10:00	14. 20/20 16.2/30	76. Hearts are Wild 7.2/13	74. Nightmare Cafe 7.6/14	
10:30				
SATURDAY	8.3/15	9.3/17	11.5/21	6.4/12
8:00	73. The Young Indiana Jones Chronicles 7.9/14	62. CBS Saturday Movie—Beverly Hills Cop II 9.5/17	28. Golden Girls 13.7/25	76. Cops 7.2/13
8:30			32. Powers That Be* 13.0/23	69. Cops 2 8.5/15
9:00				83. Paul Rodriguez: Gang Lines 4.9/9
9:30			36. Empty Nest 12.5/22	
10:00	64. The Commish 9.0/17	66. Boys of Twilight 8.8/17	69. Sisters 8.5/16	
10:30				
SUNDAY	11.2/18	18.3/29	8.7/14	8.7/14
7:00	67. ABC's World of Discovery 8.7/15	1. 60 Minutes 22.7/38	88. Lyndon Larouche 2.8/5	80. True Colors 6.2/11
7:30			87. Eerie, Indiana 3.4/5	79. Parker Lewis 6.8/11
8:00	21. Am Fun Hme Vid 14.2/21	6. Murder, She Wrote 18.0/27	68. Hot Country Nights 8.6/13	39. In Living Color 12.2/18
8:30	44. ABC Sunday Night Movie—Never Say Never Again 11.6/18			53. Roc 10.5/16
9:00		12. CBS Sunday Movie—In Sickness and In Health 16.3/26	44. NBC Sunday Night Movie—The Nightman 11.6/18	34. Married w/Chldn 12.7/19
9:30				52. Herman's Head 10.7/16
10:00				80. Get a Life 6.2/10
10:30				85. Sunday Comics 4.6/8
WEEK'S AVGS	12.9/21	13.0/21	12.0/20	8.1/13
SSN. TO DATE	12.1/20	14.0/23	12.6/22	7.9/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

BASEBALL '92

Local broadcast stations and regional cable networks will pour more than $258 million this year into the coffers of the 26 Major League Baseball clubs for the right to bring their games to the hometown fans, according to BROADCASTING's exclusive market-by-market estimates of local TV and radio rights (see chart, next page).

The total includes the teams' take from joint ventures with local broadcasters, but not the profits several teams earn from producing games in-house and selling time. That total will grow slightly as a few rights deals still in negotiations close between now and the start of the season.

The teams—and their local rightsholders—protect the numbers as they would a star pitcher. BROADCASTING's estimate reflects interviews with scores of sources.

Assuming the $258-million tally, local fees will account for only two-fifths of the more than $660 million baseball will collect in TV and radio revenues for 1992, the bulk coming from the national rights.

Entering the third year of its four-year $1.1-billion deal, CBS is expected to pay $260 million in 1992 for a package that includes the championship series and the World Series. ESPN, in the third year of a four-year $400-million deal, will contribute $100 million. CBS Radio, which agreed to pay $50 million over four years, will pay about $13 million this year, up slightly from its $12.5 million payment a year ago.

Baseball's grand total also includes about $20 million in copyright royalties, which cable systems pay for importing distant baseball-laden broadcast signals, and another $20 million from five of those signals, notably superstations WTBS(TV) Atlanta and WGN-TV Chicago.

BASEBALL'S LOCAL LINEUP

BROADCASTING's exclusive look at the price of the Fifth Estate's ticket to the show, including the who, what and how much of home team coverage.

	BROADCAST TV					CABLE				RADIO				
Team	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	1992 rights in millions	Regional network	# of regular season games	Contract status (year of years)	1992 rights in millions	Flagship	# of stations in network	Contract status (year of years)	1992 rights in millions	Team retained ad revenues
NATIONAL LEAGUE EAST														
Chicago Cubs	WGN-TV (ch.9)	140	—	—	—	NO CABLE	—	—	—	WGN(AM) (720 khz)	58	—	—	—
Team and stations are owned by Tribune Co.														
Montreal Expos	CTV (Eng.) SRC (Fr.)	10 40	20 20-25	3/4 2/4	— —	Sports Network Reseau Des Sport	25 50	3/5 3/5	— —	CIQC (AM) CKAC (AM)	17 36	2/4 2/5	— —	$1.5
Team retains French broadcast TV rights but sells rights to English TV and cable; altogether, it earns estimated $6.5 million from TV; it retains all radio rights														
New York Mets	WWOR-TV (ch.9)	75	none	1/5	$15-20	SportsChannel New York	75	6/25	$2.5	WFAN (AM) (660 khz)	20	2/5	$5.0	—
Pittsburgh Pirates	KDKA-TV (ch.2)	55	6	1/2	$2.0-2.5	KBL Entertainment	62	1/2	$2.0	KDKA (AM) (1020 khz)	50	—	—	$3.0
Team's broadcast TV rights fee is its share of revenue-sharing deal; Empire Sports Network, serving western New York state, is telecasting 34 games under 5 -year deal with KBL														
Philadelphia Phillies	WTXF-TV (ch.29)	85	3	10/10	$2.3-2.5	PRISM	71	—	3.0	WOGL (AM) (1210khz)	30	11/11	$2.1-2.5	—
31 of 71 cable games are telecast by SportsChannel Philadelphia under contract with PRISM														
St. Louis Cardinals	KPLR-TV (ch.11)	76	40	2/3	$6.0	NO CABLE	—	—	—	KMOX (AM) (1120khz)	130	1/5	$4.5	—
Team retains beer revenues from TV and radio														
NATIONAL LEAGUE WEST														
Atlanta Braves	WTBS (TV) (ch.17)	123	—	—	—	SportsSouth	25	—	—	WGST(AM) (640 khz)	150	1/3	$3.0	—
Team and WTBS are commonly owned by Turner Broadcasting System														
Cincinnati Reds	WLWT (TV) (ch.5)	55	23	2/3	$4.0	SportsChannel Cincinnati	35	3/3	$2.0	WLW (AM) (700 khz)	82	1/3	$3.0	—
Houston Astros	KTXH (TV) (ch.20)	80	14	7/10	$4.0	Home Sports Entertainment	50	4/6	$2.0-2.5	KPRC (AM) (950 khz)	50	2/5	$1.0/1.5	$2.0-2.5
Team retains radio rights, receives all revenues as well as fee from KPRC														
Los Angeles Dodgers	KTTV (TV) (ch.11)	46	none	5/5	$11.0	SportsChannel Los Angeles	35	4/6	$3.0	KABC (AM) (790 khz)	35	5/5	$3.0	—
San Diego Padres	KUSI-TV (ch.51)	51	19	1/3	—	Cox Cable	50	—	—	KFMB (AM) (760 khz)	13	3/5	—	$3.0-3.5
Team retains all rights, receives all revenues from broadcasts; it also receives $2-million carriage fee from KUSI-TV ; PPV telecasts on cable generate approximately $3 million														
San Francisco Giants	KTVU (TV) (ch.2)	50	5	4/6	$5.0	SportsChannel Pacific	55	3/7	$3.0	KNBR (AM) (680 khz)	17	4/6	$1.0	—

	BROADCAST TV					CABLE				RADIO				
Team	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	1992 rights in millions	Regional network	# of regular season games	Contract status (year of years)	1992 rights in millions	Flagship	# of stations in network	Contract status (year of years)	1992 rights in millions	Team retained ad revenues
AMERICAN LEAGUE EAST														
Baltimore Orioles	**WMAR-TV (ch.2)**	**50**	**11**	**2/3**	**$5.0**	**Home Team Sports**	**90**	**9/10**	**$2.0**	**WBAL(AM) (1090 khz)**	**30**	**2/3**	**$1.7**	**—**
Radio rights include $425,000 from separate deal with WTOP(AM) Washington														
Boston Red Sox	WSBK-TV (ch.38)	75	6	3/5	$15.0	New England Sports Network	80	8/16	$6.0	WRKO (AM) (680 khz)	63	3/4	$4.0	—
Cleveland Indians	**WUAB-TV (ch.43)**	**60**	**none**	**1/4**	**$2.0-2.5**	**SportsChannel Ohio**	**—**	**—**	**—**	**WKNR (AM) (1220 khz)**	**35**	**1/2**	**$2.5**	**—**
Team is renegotiating deal with SportsChannel; network reportedly paid $2.7 million to air 44 games in 1991														
Detroit Tigers	WDIV (TV) (ch.4)	46	6	1/3	$7.5-8.5	Pro Am Sports	70	8/16	$2.8	WJR (AM) (760 khz)	37	2/5	$4.0	—
Pro Am Sports deal being renegotiated														
Milwaukee Brewers	**WCGV-TV (ch.24)**	**60**	**6**	**1/3**	**$3.5**	**NO CABLE**	**—**	**—**	**—**	**WTMJ (AM) (620 khz)**	**48**	**1/4**	**—**	**$1.5-1.7**
Team retains radio rights and TV beer revenues														
New York Yankees	WPIX-TV (ch.11)	50	none	2/3	—	Madison Square Garden Network	108	4/12	$40.5	WABC (AM) (770 khz)	37	6/10	$5.0	—
Madison Square Garden, which holds all TV rights under 12-year, $486 million deal, buys time on WPIX-TV														
Toronto Blue Jays	**—**	**—**	**—**	**—**	**—**	**The Sports Network**	**60**	**3/3**	**$4.0**	**WJCL (AM) (1430 khz)**	**45**	**3/5**	**$2.0**	**—**
Team negotiating new broadcast TV deal with CTV Network; they are reportedly considering one-year, 60-game deal valued at $6-7 million														
AMERICAN LEAGUE WEST														
California Angels	**KTLA-TV (ch.5)**	**52**	**none**	**1/4**	**$5.5**	**SportsChannel Los Angeles**	**35**	**5/7**	**$3.5**	**KMPC (AM) (710 khz)**	**28**	**2/3**	**$3.7**	**—**
Chicago White Sox	WGN-TV (ch.9)	48	none	3/5	$4.0	SportsChannel Chicago	107	9/17	$4.2	WMAQ (AM) (670 khz)	27	1/4	$2.0	—
Team and WGN-TV have revenue-sharing deal; team retains radio beer revenue														
Kansas City Royals	**WDAF-TV (ch.4)**	**50**	**18**	**9/9**	**$3.5**	**NO CABLE**	**—**	**—**	**—**	**WIBW (AM) (580 khz)**	**124**	**1/3**	**$2.0**	**—**
Minnesota Twins	WCCO-TV (ch.4)	60	4	4/5	$3.1	Midwest SportsChannel	74	4/5	$0.2	WCCO (AM) (830 khz)	65	4/5	$1.2	—
TV, radio and cable network are owned by Midwest, which has overall $4.5 million rights deal; it buys time on KITN(TV) to air 21 of the 60 games														
Oakland Athletics	**KPIX-TV KICU-TV**	**30 30**	**14 14**	**3/3 3/3**	**$5.0 $5.0**	**SportsChannel Pacific**	**57**	**3/5**	**$3.0**	**KSFO (AM) (560 khz)**	**12**	**3/3**	**$3.0**	**—**
Seattle Mariners	—	—	—	—	—	—	—	—	—	KIRO (AM) (710 khz)	30	3/3	$0.5	$3.2
Team has yet to cut TV deals for 1992; team retains radio rights, also receives fee from KIRO														
Texas Rangers	**KTVT (TV) (ch.11)**	**77**	**20**	**3/3**	**$6.0**	**Home Sports Entertainment**	**50**	**4/6**	**$2.0-2.5**	**WBAP (AM) (820 khz)**	**32**	**1/3**	**$1.5**	**—**
WBAP has separate Spanish-language network of five stations														

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WOFX(FM) Fairfield (Cincinnati), Ohio □ CP sold by WLLT Inc. to Heritage Media Corp. for $6.58 million. **Seller** is subsidiary of Hoker Broadcasting, headed by Jay Hoker, and is also licensee of WRXJ(AM)-WCRJ-FM Jacksonville, Fla.; WMLX(AM) Florence (Cincinnati), Ky., and WDFX(FM) Detroit, which is operating under receivership. **Buyer** is headed by Paul W. Fiddick, and owns 100% of stock of licensees of KULL(AM)-KRPM-FM Seattle-Tacoma and KOKH-TV Oklahoma City. WOFX has classic rock format on 94.9 mhz with 27 kw and antenna 650 feet.

WKZO(AM) Kalamazoo and WJFM(FM) Grand Rapids, both Michigan □ Sold by Fetzer Broadcasting Service Inc. to Radio Associates of Michigan Inc. for $4.625 million. **Seller** is headed by Carl E. Lee, and has no other broadcast interests. **Buyer** is headed by Kenneth V. Miller, who, with owners Jerry L. Miller and Robert M. Salmon, are officers, directors and stockholders in licensee of KMIX-AM-FM Turlock and KEWB(FM) Anderson-Redding, both California, and in licensee of KHIT(AM)-KIIQ-FM Sun Valley-Reno, Nev. WKZO is fulltimer with full service/adult contemporary format on 590 khz with 5 kw. WJFM has classic rock format on 93.7 mhz with 320 kw and antenna 780 feet. *Broker: Star Media.*

KVNA-AM-FM Flagstaff, Ariz. □ Sold by TVNA Ltd. to Crown America Communications Inc. for $784,000. **Seller** is headed by Steven Herman, and has no other broadcast interests. **Buyer** is headed by Jeffrey R. Morris, who, with wife Jane A. Morris and Raymond A. Lindstrom, has interests in licensee of KRIM(FM) Payson, Ariz. Morrises have interest in KBAS(AM)-KWAZ(FM) Bullhead City-Needles, Calif. KVNA has oldies format on 690 khz with 1 kw day and 500 w night. KVNA-FM has CHR format on 97.5 mhz with 100 kw and ant. 1,509 feet.

KLDZ(FM) Lincoln, Neb. □ Sold by William R. Rice, receiver for Kempff Communications Inc., to Radio One Broadcasting Inc. for $765,000 cash. **Seller** is also receiver for KWZD(FM) Hamlin (Abilene), Tex. and WKKI(FM) Celina, Ohio. **Buyer** is headed by Raymond A. Lamb, and is also licensee of KBRK-AM-FM Brookings and KIJV(AM)-KJTR(FM) Huron, both S.D.; KLQL(AM)-KQAD(FM) Luverne, Minn., and KTTT(AM)-KWMG(FM) Columbus, Neb. KLDZ has oldies format on 95.1 mhz with 50 kw and antenna 287 feet. *Broker: Chapin Enterprises.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$596,000** □ **2**

FM's □ **$8,336,811** □ **9**

AM-FM's □ **$5,816,204** □ **4**

TV's □ **$100,000** □ **1**

Total □ **$14,849,015** □ **16**

1992 to Date:

AM's □ **$9,382,601** □ **26**

FM's □ **$42,645,046** □ **47**

AM-FM's □ **$28,187,226** □ **18**

TV's □ **$25,810,000** □ **8**

Total □ **$106,024,873** □ **99**

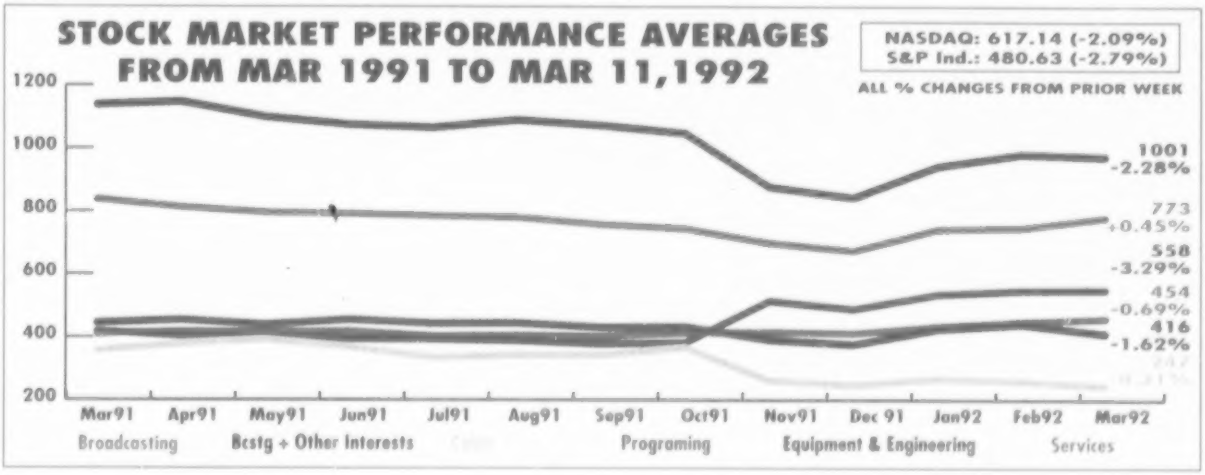
For 1991 total see Jan. 27, 1992 BROADCASTING.

WSHG(FM) Ridgeland (Hilton Head Island), S.C. □ Sold by Mattox-Guest of South Carolina Inc. to Country Time Broadcasting Inc. for $375,000. **Seller** is headed by G. Troy Mattox and Andrew J. Guest, who also have interests in WKUB(FM) Blackshear and WDEC-AM-FM Americus, both Georgia. **Buyer** is headed by Evelyn C. Harvey, and is licensee of WQQT(FM) Springfield, Ga. WSHG has adult contemporary format on 104.9 mhz with 3 kw and antenna 300 feet.

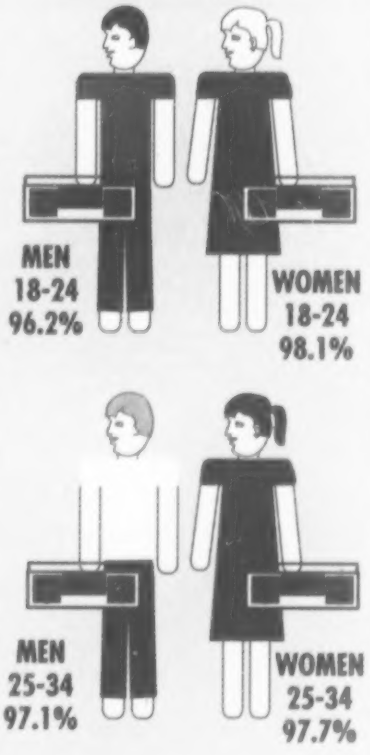
CLASSIC RADIO INC.
has acquired
KING-AM/FM
Seattle, Washington
from
KING BROADCASTING COMPANY
$10,000,000.00
The undersigned acted as broker in this transaction
and assisted in the negotiations

Kalil & Co., Inc.
3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

Broadcasting's By The Numbers



RADIO CUME RATING 6AM-12 MIDNIGHT MON.-SUN



Source: Interep Radio Store

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's¹	TOTAL*
Commercial AM	4,984	232	5,216
Commercial FM	4,605	1,010	5,615
Educational FM	1,518	320	1,838
Total Radio	**11,107**	**1,562**	**12,669**
Commercial VHF TV	557	15	572
Commercial UHF TV	581	168	749
Educational VHF TV	123	5	128
Educational UHF TV	234	9	243
Total TV	**1,495**	**197**	**1,692**
VHF LPTV	438	154	592
UHF LPTV	772	859	1,631
Total LPTV	**1,210**	**1,013**	**2,223**
FM translators	1,884	358	2,242
VHF translators	2,517	74	2,591
UHF translators	2,316	386	2,702

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

TECHNOLOGY

Richard L. Jensen, from Oak Communications, San Diego, Calif., joins Hughes Communications, Los Angeles, as director of DBS information systems for DirecTv.

Russell Bittner, director of sales, The Kenwood Group, joins Keystone Communications, New York, as director of sales, Northeast region.

Dan M. Merrill, regional technical support manager, Seagate Technology, joins Kaye Instruments Inc., Bedford, Mass., as field service engineering manager. **Marc A. Vandenbulcke,** from Energy Sciences, joins Kaye Instruments as applications engineer.

Chris Mulroy, master control operator, WOIO(TV) Shaker Heights, Ohio (Cleveland), named master control supervisor.

Hamid Heidary, director of engineering, C-COR Electronics Inc., State College, Pa., named VP, engineering.

Michael Starling, senior engineer, National Public Radio, Washington, named director of technical operations.

Randy Starnes, colorist, Videocraft, Boston, joins Digital Magic, Santa Monica, Calif., in same capacity.

Ronald W. Butler, VP, sales, Pioneer Communications of America Inc., joins Panasonic Broadcast & Television Systems Group, Secaucus, N.J., as Western region zone manager.

Frederick A. Schaefer, formerly with IBM, joins Varian Associates Inc., Palo Alto, Calif., as marketing manager, microwave tube products.

Appointments at Quantel, Darien, Conn.: **Brenda Sexton,** freelance artist/designer, Los Angeles, named demonstration artist; **Richard Alexander,** from Sony Broadcast, named Northeast district sales manager, New York, and **Martin Holmes,** field service engineer, Quantel, Newbury, England, named New York regional manager.

David H. Tomlin, deputy director of communications, The Associated Press, New York, named director of new technology marketing department.

Dale Wolters, chief engineer, WZZM-TV Grand Rapids, Mich., retires after 30 years with station.

PROMOTION AND PR

Grace Kim, senior promotion project coordinator, *Chicago Tribune*, joins CBS Radio Networks, New York, as manager, marketing and creative services. **Michael G. Tive,** marketing consultant, MGT/Creative, joins CBS Radio Representatives, New York, as director of advertising and promotion.

Carrie Stein, VP of development, Cosgrove/Meurer Productions, Burbank, Calif., named senior VP, creative affairs.

Mark Magistrelli, former promotion producer and writer, WSTR-TV Cincinnati, joins WLWT(TV) there as topical news producer. **Marilyn L. Stephens,** programing coordinator, WLWT(TV), named traffic manager.

Laura Fox, from Toyota Motor Sales and Nissan Motor Corp., joins Williams Television Time Inc., Santa Monica, Calif., as director of marketing and public relations.

Appointments at WSTR-TV Cincinnati: **Jennifer Bucheit,** executive assistant, and **Jim Hazlett,** programing assistant, named promotion writers and producers. **Monica Hampton,** receptionist, succeeds Hazlett as programing assistant.

ALLIED FIELDS

Al Rossiter Jr., executive VP, United Press International, Washington, resigned to become assistant VP, Duke University, Durham, N.C., and director of university's news service. **Steve Geimann,** bureau chief, UPI, Washington, succeeds Rossiter.

Rene Anselmo, Alpha Lyracom/Pan American Satellite, Greenwich, Conn., **Stanley S. Hubbard,** Hubbard Broadcasting Inc., Minneapolis, **Sidney Metzger,** formerly with Comsat, Washington, and **Dr. Tadahiro Sekimoto,** NEC Corp., Tokyo, honored by Society of Satellite Professionals International, Washington, and named to its Hall of Fame.

Douglas S. Wiley, formerly with office of Congressman Thomas J. Bliley Jr., and son of Richard E. Wiley of Wiley, Rein and Fielding law firm, Washington, joins Telecommunications Industry Association there as director of government relations.

Dennis Swanson, president, ABC Sports, Daytime and Children's Programing, elected chairman of Foundation for Minority Interests in Media.

Steven D. Brill, president and editor-in-chief, American Lawyer Media (operator of Court TV), New York, presented with Criminal Justice award for outstanding contribution in field of public information by New York State Bar Association criminal justice section.

Mary K. Ruskin, VP, Post Newsweek Cable, Phoenix, elected president of Arizona Cable Television Association.

Pat Scanlon, sports director, New Jersey Network, Trenton, N.J., named Sportscaster of the Year by National Sportscasters and Sportswriters Association.

DEATHS

John (Ted) Lyman, 61, manager of announcing, ABC-TV, New York, died of cancer March 2 there. Lyman was 35-year veteran of ABC, serving both radio and TV networks and New York stations. He is survived by his wife, Peggy Anne.

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Broadcasting In Brief

C.T. "Terry" Robinson has resigned as co-chairman and CEO (with Nick Verbitsky) and director of Unistar Communications Group, New York, effective immediately. Robinson, who will remain a shareholder in the company, said he resigned his position to pursue other interests and investments in the broadcasting industry. Robinson's resignation was widely anticipated following Unistar's announcement last month that it plans to consolidate its western operations by relocating the format division—formerly Transtar—from Colorado Springs to new facilities in Valencia, Calif., a Los Angeles suburb.

Negotiations between the big-three networks and their affiliates over network/cable crossownership took a turn for the worse last week as the NAB TV board voted unanimously to oppose any modification of the rules. Comments on the issue are due at the commission March 23. One of the major debates is said to be over a local market cap on cable ownership. One observer said the crucial factor in the NAB vote is that it essentially takes the NAB out of play on the issue. The association said its comments on the matter should reflect the fact that there are differing points of view on crossownership and that adequate safeguards must be adopted. Talks between affiliates and networks may take on an even greater urgency with the news that Capital Cities/ABC Inc. is said to have looked at investment opportunities in cable systems.

Capital Cities/ABC said last week it would no longer accept advertising from basic, advertiser-supported cable networks, including those in which it has an ownership interest, such as ESPN, Lifetime and Arts & Entertainment. "It does not benefit ABC to promote competing programing services," said an ABC spokeswoman. Changes are part of tightened advertising guidelines.

Group W Television's five stations signed with Nielsen last week. The group deal, which involves meters in some markets and diaries in others, will begin in November 1992.

House Copyright Subcommittee members Carlos Moorhead (R-Calif.) and Rick Boucher (D-Va.) have introduced a bill to allow wireless cable operators to continue carrying local broadcast signals by paying into the cable compulsory license. The wireless systems do not qualify as cable systems because they are not wired systems, the U.S. Copyright Office ruled last summer in recommending that wireless cable no longer be eligible for the compulsory license. The language of the new Compulsory License Clarification Act, Boucher said, "is very broad and would encompass any other form of technology, which means telephone companies when they finally get to offer the service, too."

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 1. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.6/224/97
2. Jeopardy!	12.8/216/97
3. Oprah Winfrey Show	12.6/225/99
4. Star Trek	12.2/238/98
5. Entertainment Tonight	9.8/188/98
6. Married...With Children	9.6/175/96
7. Current Affair	8.5/174/94
7. TV Net Movie 1	8.5/154/95
9. Worldvision 1	8.4/141/93
10. Wheel Of Fortune-wknd	8.0/193/88
11. Cosby Show	7.9/207/97
12. MGM Premiere Network IV	7.7/156/90
13. Donahue	7.3/226/99
14. Inside Edition	6.9/131/88
15. WKRP In Cincinnati	6.5/237/98

FOX TO CREATE BASIC CABLE SERVICE

Fox Inc. shifted its cable efforts to the front burner late Friday by announcing a new Twentieth Television division, Fox Basic Cable, designed to develop and implement satellite-delivered program services for the cable TV industry.

Heading the new unit will be Lawrence A. Jones, who most recently served as president of FNM Films, the made-for-TV movie company that produces films for Fox Broadcasting Co.'s *Fox Night at the Movies*. Prior to joining FNM, he spent two years as senior vice president of business affairs for Twentieth Television and held comparable positions at CBS and NBC.

Jones said the division hopes to eventually launch one, or possibly two, basic cable networks as soon as possible. No immediate replacement for Jones has been named at FNM. ■

Showtime this summer will launch its long-awaited, low-priced premium cable movie channel, according to a company spokesman.

NBC has decided not to renew its contract with the Arts & Entertainment Network for reruns of the Letterman show. Letterman had complained that the network failed to consult him on the deal.

The bidding process for WOI-TV Des Moines has been reopened, with questions raised about possible improper bidding in the initial process. The Iowa Board of Regents told the ABC affiliate's li-

COMMISSION MAY CAPSIZE ITS OWNERSHIP LIMIT

Possible move seen by Quello, Barrett, Duggan to moderate 30-30 cap

By Harry A. Jessell

The FCC's new radio ownership caps, raised two weeks ago over the protests of key legislators and minority broadcasters, could be coming down.

Two of the five commissioners indicated last week they would be willing to supply two-thirds of the necessary majority to reduce the caps.

"I'm willing to revisit it," said FCC Commissioner James Quello. "I'm willing to come down because of the effect it seems to have had on Congress."

Commissioner Andrew Barrett "would be open" to lowering the caps, said Bob Branson, an aide to the commissioner. "But I doubt he would lead the charge." Barrett abstained from voting on the new caps at the March 12 open meeting, but said he would probably eventually vote against them.

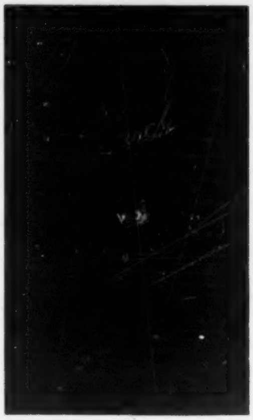
The most likely third vote is that of Commissioner Ervin Duggan, who, like Quello and Barrett, has been an advocate of moderation in revamping the caps. But just two weeks after voting on the new caps, he was not ready to talk about changing them. "The ink isn't dry yet on what was voted," said Michele Farquhar, Duggan's senior aide.

FCC Chairman Alfred Sikes and Commissioner Sherrie Marshall, advocates of liberalizing the rules to the greatest extent possible, feel they have already given plenty of ground in the internal dealmaking that led to the 4-0 vote on the new caps.

An effort to lower the cap would be triggered by a petition for reconsideration of the new caps by one of their many critics.

The new rules permit common ownership of up to 60 stations (30 AM's and 30 FM's) nationwide and up to six

This Week



'Star Search' strip clears 70% of U.S. (p. 22)

NEW RETRANS FEE PROPOSAL / 4

In a surprise move, three key members of the House Judiciary Committee have proposed that cable systems pay broadcasters a 3-cent-per subscriber-per-month retransmission fee.

BIG RADIO AD DROP / 11

National radio revenues fell 19% in February versus a year ago, a reflection, some say, of cautious advertising budgets rather than a shift away from radio. Local sales provided a bright spot: they jumped 4.5%.

STRIP 'SEARCH' / 22

Beating a tough market and tight local schedules, Television Program Enterprises has cleared 70% of the country for a strip version of *Star Search*. Over a quarter of the clearances so far are in prime access.

BASEBALL AD BUYS / 24

As the ad slump continues in the sports marketplace, and with impending competition from the summer Olympics, agency executives expect baseball games will be priced to sell by CBS. At ESPN, sales are reportedly strong for the second quarter.

NO TO CABLE ADS / 36

ABC has joined CBS in banning basic-cable network advertising from its schedule, putting a crimp in the promotional campaigns of some programers.

CAPS OFF TO TV? / 44

The FCC may move next month to do for television what it just did for radio: raise the ownership caps, currently set at 12 TV stations nationally and one per market. The commission's Office of Plans and Policy last summer issued a study recommending elimination of the national and local limits.

PROMOTION'S SLICE / 52

Continuing a decade-long trend, promotion spending outpaced advertising in 1991, but observers disagree over the extent promotions siphon money from TV ad budgets.

SPECIAL REPORT: TECHNOLOGY PREVIEW / 58

The focus of the NAB's upcoming video/audio equipment exhibition will be on the basics—efficiency, flexibility and longevity—with a major emphasis on how even the most exciting new technologies can be used to save money.

RADIO CAPS AND MARKET SHARE / 75

Broadcasters, pleased overall with the FCC's new radio ownership limits, wonder how acquisition caps tied to ratings and listenership, set by the new rules at 25% of a market's audience share, will be played out. One sure thing: the FCC will use Arbitron.

Is spending on promotion taking away dollars from television advertising budgets? Ad executives disagree (p. 52)

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Broadcasting's Ratings Week Mar 9-15

	ABC	CBS	NBC	FOX
MONDAY	13.8/22	16.8/26	12.6/20	
8:00	47. FBI: Untold Str. 11.1/17	11. Evening Shade 16.6/26	24. Fresh Prince 13.5/21	
8:30	47. Amer Detective 11.1/17	6. Major Dad 18.3/28	38. Blossom 11.9/18	
9:00	17. ABC Monday Night Movie—Lethal Weapon 15.2/24	4. Murphy Brown 18.5/28	34. NBC Monday Night Movie—Woman with a Past 12.6/20	
9:30		10. Designg Wmn 16.9/26		
10:00		16. Northern Exposure 15.3/25		
10:30				
TUESDAY	14.9/24	9.8/15	9.5/15	NO PROGRAMING
8:00	9. Full House 17.0/26	41. Rescue: 911 11.7/18	46. In the Heat of the Night 11.2/17	
8:30	3. Home Improvmt 18.7/28			
9:00	2. Roseanne 20.9/32	84. Campaign '92 6.0/9	47. Law and Order 11.1/17	
9:30	5. Coach 18.4/29			
10:00	72. '92 Vote: Super Tuesday 7.3/13	43. Top Cops 11.6/20	81. Decision '92: Super Tuesday 6.1/11	
10:30				
WEDNESDAY	11.8/19	10.7/17	12.9/21	NO PROGRAMING
8:00	31. Wonder Years 12.7/21	66. Davis Rules 8.8/14	13. Unsolved Mysteries 16.0/26	
8:30	27. Doogie Howser 13.2/21	70. Brooklyn Bridge 8.3/13		
9:00	29. The Young Indiana Jones Chronicles 12.0/20	50. Jake and the Fatman 10.8/17	25. Seinfeld 13.3/21	
9:30			44. Night Court 11.5/18	
10:00	58. Homefront 9.5/17	29. 48 Hours 12.0/22	54. Quantum Leap 10.2/18	
10:30				
THURSDAY	10.8/18	10.2/17	12.2/20	11.2/18
8:00	60. Columbo 9.4/15	64. Top Cops 9.0/15	28. Cosby 13.0/21	19. Simpsons 14.2/23
8:30			21. A Diffrnt World 13.7/22	62. Drexell's Class 9.3/15
9:00		60. Street Stories 9.4/15	17. Cheers 15.2/24	52. Beverly Hills 90210 10.6/17
9:30			25. Wings 13.3/21	
10:00	21. Primetime Live 13.7/24	36. Knots Landing 12.2/21	64. L.A. Law 9.0/16	
10:30				
FRIDAY	13.5/24	6.4/11	8.4/15	6.0/10
8:00	35. Family Matters 12.3/22	74. Scorch 6.9/13	56. Matlock 9.9/18	72. America's Most Wanted 7.3/13
8:30	36. Step By Step 12.2/21	79. Fish Police 6.3/11		
9:00	45. Baby Talk 11.4/20	78. Tequila and Bonetti 6.5/11	63. I'll Fly Away 9.2/16	91. Hidden Video 4.8/8
9:30	53. Billy 10.3/18			92. Hidden Video 2 4.7/8
10:00	8. 20/20 17.5/32	80. Hearts are Wild 6.2/11	84. Nightmare Cafe 6.0/11	
10:30				
SATURDAY	6.6/12	6.9/13	12.1/23	7.3/14
8:00	89. Capitol Critters 5.4/10	74. Ice Capades 6.9/13	39. Golden Girls 11.8/23	69. Cops 8.6/17
8:30	77. Who's the Boss? 6.7/12		50. Powers That Be 10.8/20	58. Cops 2 9.5/18
9:00	86. Perfect Strang. 5.8/11		21. Empty Nest 13.7/25	87. World's Greatest Stunts III 5.5/10
9:30	81. Growing Pains 6.1/11		31. Nurses 12.7/24	
10:00	71. The Commish 7.8/15	74. Boys of Twilight 6.9/14	41. Bob Hope—Young Comedians 11.7/23	
10:30				
SUNDAY	14.2/23	18.0/29	7.5/12	8.0/13
7:00	66. Life Goes On 8.8/15	1. 60 Minutes 22.8/39	96. Eerie, Indiana 3.4/6	87. True Colors 5.5/10
7:30			95. The Torkelsons 3.5/6	81. Parker Lewis 6.1/10
8:00	14. Am Fun Hme Vid 15.8/25	7. Murder, She Wrote 17.7/28	92. 1st Per: M Shriver 4.7/7	31. In Living Color 12.7/20
8:30	19. Am Fun People 14.2/22		57. NBC Sunday Night Movie—Back to the Future 9.6/15	55. Roc 10.0/16
9:00	12. ABC Sunday Night Movie—Columbo: No Time to Die 16.5/27	14. CBS Sunday Movie—Taking Back My Life 15.8/25		39. Married w/Childn 11.8/18
9:30				68. Herman's Head 8.7/14
10:00				90. Get a Life 5.0/8
10:30				94. Sunday Comics 4.0/7
WEEK'S AVGS	12.3/21	11.6/19	10.6/18	8.1/14
SSN. TO DATE	12.1/20	14.0/23	12.5/20	7.9/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting

Cable

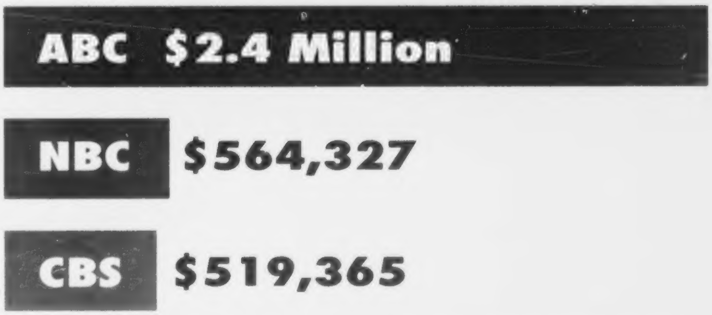
BROADCASTERS SAY NO TO BASIC CABLE ADS

ABC, CBS and NBC spend $3.5 million on cable a year, but accept few spots in return

By Rich Brown

BROADCAST NETWORK ADVERTISING

DOLLARS SPENT ON SIX TOP BASIC CABLE NETWORKS IN 1991



(NOTE: Includes only CNN, ESPN, Family, MTV, WTBS and USA. Figures based on Arbitron's Bar data.)

The already difficult job of promoting a basic cable network on a broadcast network has just become even more difficult. ABC has decided to ban basic cable network advertising from its schedule, a move that has thrown off the marketing plans of at least one of the country's top cable networks. Along with that development, some cable marketers say national broadcast spot opportunities are not what they used to be.

ABC's surprise ban has put a "crimp" in marketing plans underway at USA Network, according to Andy Besch, senior vice president of marketing. The cable network is looking at running a national image campaign this year, the first the network has done in a number of years.

USA will likely try to get around the ban by buying on a spot basis, says Besch. But he adds that not all network affiliates are willing to accept basic cable network ads on a spot basis. And when a cable network is able to get a spot on an affiliate station, he says, the content restrictions make the ads "useless" from a tune-in standpoint.

"Quite honestly, it has just gotten more and more difficult year after year to buy spots," says Besch.

Despite the difficulties, the basic cable networks are still trying to find their way onto network affiliates. CNBC just announced plans to run local broadcast spot buys as part of its $20-million marketing plan (BROADCASTING, March 16). And the Family Channel is likely to resume its "Accentuate the Positive" viewer awareness campaign in the third quarter of this year.

It was the Family Channel's multimillion-dollar "Accentuate the Positive" campaign last year that might have prompted ABC to change its way of thinking on accepting ads from basic cable networks, according to Rick Busciglio, Family Channel vice president of marketing. The cable network had convinced ABC to take the ads last year on the basis that the broadcaster was already accepting ads from the premium cable networks, he says. The Family Channel spent about $2 million on regional and network time for the campaign, by far the greatest amount spent by a basic cable network on broadcast network TV last year. And the results were positive—the Family Channel had record viewership in the four months immediately following the initial run of the campaign in August and September of last year, says Busciglio.

According to Busciglio, everything went smoothly until the second leg of the campaign, when ABC executives caught a billboard on its morning network lineup last January reading something to the effect of "*Good Morning America*, brought to you by the Family Channel." ABC resumed its ban on advertiser-supported cable network ads less than two months later. (An ABC spokeswoman said there was no indication that the decision was brought on by any one instance.)

ABC now joins CBS in not accepting basic cable network advertising. NBC still accepts ads from advertiser-supported cable networks, although relatively few actually make it onto the network.

"I spent 25 years in charge of network television buying at McCann Erickson and BBDO, and it's a whole new world to me to go and say: 'Please, sir, will you take my money?' " says Busciglio.

Basic cable network marketing executives say that what is particularly frustrating to them is that the broadcast networks appear to be very receptive to advertising from the premium cable networks. Home Box Office spent about $30.6 million in advertising on the broadcast networks in 1991, according to Arbitron's Broadcast Advertisers Reports.

"I don't quite understand differentiating between a pay network and a basic network," says Besch. "They're getting 22 ratings on their movies, too."

But CBS marketing executive George Schweitzer says premium cable services are different because while they do compete for viewers, those services do not compete with CBS for advertising dollars. He adds that CBS's policy against running basic cable ads is dictated in part by its affiliates, many of which will not accept such ads on a spot basis.

The cable networks, on the other hand, are enjoying revenue from broadcast network advertising. According to Arbitron's BAR figures, the three broadcast networks in 1991 spent about $3.5 million on advertising on six of the nation's top basic cable networks—CNN, ESPN, Family Channel, MTV, WTBS(TV) Atlanta and USA (see chart).

No assessment would be complete without pointing out problems that have arisen among the basic cable networks themselves. Busciglio says that when the Family Channel was buying time for its image campaign last year, USA, Lifetime and The Nashville Network would not accept the advertising. And CNBC was said to have had difficulty finding any competing basic cable network to accept ads for its new image campaign. But cable marketers still direct most of their frustration toward broadcasters.

"It's unfortunate," says Besch. "We would love any way possible to communicate beyond the cable subscriber." ■

MSO TESTS SHARED EFFORTS BY ITS CLEVELAND MEDIA

Cablevision tries synergies between local system, all-sports radio and regional channel

By Rich Brown

Cablevision Systems Corporation in recent months has begun testing synergies between its fledgling all-sports radio station WKNR(AM) Cleveland and its other media properties in the market, a move that could lead to similar shared efforts in other cities around the country.

Cablevision's Cleveland efforts do not mark the first time a cable operator has benefited from owning a radio station in the same market. But the arrangement is unique in that it matches the all-sports radio format with a local Cablevision system as well as the company's strong network of regional cable sports channels. It is the first such synergistic effort for Cablevision, one of the nation's top MSO's.

Cablevision has invested a substantial amount of money in the setup by purchasing radio station WKNR(AM) for $2.5 million and pumping an additional $2.6 million into the station over the last year, according to information first mentioned in a Cablevision prospectus being underwritten by Merrill Lynch & Co. The station switched to all-sports in September 1991.

WKNR(AM) is already saving as much as $400,000 a year on promotional costs by advertising on company-owned SportsChannel Ohio, according to Jim Dolan, vice president, Cablevision. Arbitron ratings for the station's first book showed a 4.3, about three times what the station had attracted in the previous fall book.

"When a radio station sets out to promote itself in the Cleveland market, it gets to be an expensive venture," says Dolan. "This radio station can afford to promote itself on television 365 days a year. Having a synergy arrangement at no cost gives it an extra leg up in the marketplace."

In recent weeks, cross-promotional efforts have included two-minute segments on WKNR that promote the local cable programing lineup. The station has also aired frequent spots promoting pay-per-view boxing and SportsChannel sporting events.

Dolan says there are no immediate plans to expand the concept to other markets. "We're sort of in a let's-see-how-it-goes-with-this-one stage," he says. ■

Thom McKinney, president and CEO of the Cabletelevision Advertising Bureau, received the National Association of Minorities in Cable's award of distinction for outstanding leadership in cable last week at a dinner in Washington. Presenting the plaque to McKinney is D.C. chapter President Tallulah Anderson.

UNPREDICTABLE CABLE BUYS

Local cable spot buys are more flexible and efficient than before but are still unpredictable in terms of representation, trafficking and billing and are largely an unknown in terms of effectiveness, according to a just-released analysis by D'Arcy Masius Benton & Bowles.

DMB&B research found that one persistent problem in local cable continues to be the difficulty in finding systems that are exclusively represented by one firm. Another nagging problem remains the difficulty that many cable systems have in trafficking requests. The agency also found that in reviewing sales data in markets with and without cable advertising, they were unable to determine the success of the cable buy.

The agency shared its findings following a major local cable buy in which it bought time in 23 markets with above-average cable penetration making up about 10% of U.S. TV households.

DMB&B's Sharron Lalik said the agency annually spends more than $300 million in spot broadcast. She would not provide a comparative figure for spot cable, although she said the agency constantly "delves" into the category. ■

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's □ $1,075,000 □ 4
FM's □ $1,747,000 □ 3
AM-FM's □ $1,711,363 □ 3
TV's □ $375,000 □ 1
Total □ $4,908,363 □ 11

1992 to Date:
AM's □ $10,457,601 □ 30
FM's □ $44,392,046 □ 50
AM-FM's □ $29,898,589 □ 21
TV's □ $26,185,000 □ 9
Total □ $110,933,236 □ 110

For 1991 total see Jan. 27, 1992 BROADCASTING.

tian T.V. for $380,000 ("Changing Hands," June 3, 1991) was not approved, buyer withdrew application. **Seller** is headed by George W. Dodds, and has no other broadcast interests. **Buyer** is headed by Johnny Gomez, and has no other broadcast interests. WGGH has Christian format on 1150 khz with 5 kw day.

WOCD(TV) Amsterdam (Albany-Schenectady-Troy), N.Y. □ Sold by Amsterdam Broadcasting Inc. to Cornerstone Television Inc. for $375,000 cash. **Seller** is headed by Lou Kearn, and is subsidiary of Coit Drapery and Cleaning Inc., licensee of KRKY(AM)-KRKM(FM) Granby-Kremmling, Colo. **Buyer** is headed by R. Russell Bixler, and owns WPCB-TV Greensburg, WKBS-TV Altoona and LPTV W50BF Hermitage, all Pennsylvania. WOCD is independent on ch. 55 with 5,000 kw visual, 500 kw aural and antenna 731 feet above average terrain.

WCNT(AM) Charlotte, N.C. □ Sold by Broadcast Equities Inc. to Charlotte Good Music Broadcasting Inc. for $310,000. Terms: $10,000 escrow deposit, $90,000 cash at closing and $210,000 six-year interest-bearing note. **Seller** is headed by Randy Bell, and has no other broadcast interests. **Buyer** is headed by George S. Buck, son of George H. Buck, who has interests in eight AM's and one FM; he recently purchased WKXC-FM Aiken (Augusta, Ga.), S.C.; WTIX(AM) New Orleans and WYRS(AM) Rock Hill, S.C. ("Changing Hands," March 2). WCNT has news-talk format on 1480 khz with 5 kw.

KSLD(AM)-KAZO(FM) Soldotna, Alaska □ License (KSLD) and CP (KAZO) sold by King Communications to Cobb Communications Inc. for $305,204, assumption of debt. **Seller** is headed by Salley Blakeley, and has no other broadcast interests. **Buyer** is headed by Thomas C. Tierney, and has no other broadcast interests. KSLD is fulltimer with AC format on 1140 khz with 10 kw. KAZO is allocated to 96.5 mhz with 10 kw and antenna 79 feet above average terrain.

WDNY(AM) Dansville, N.Y. □ Sold by C.T.B. Communications Inc. to Dan-Way-Coa Broadcasting Co. Inc. for $290,000 cash, of which $170,000 is for 10-year noncompete covenant. **Seller** is headed by Charles Barthold, and has no other broadcast interests. **Buyer** is headed by Thomas P. Wamp, and is also licensee of WACZ(FM) Dansville, N.Y. Vice president David Mance owns 45% of licensee of WCDO-AM-FM Sidney, 55% owner of licensee of WATN(AM)-WTOJ(FM) Watertown-Carthage and 24.5% owner of licensee of WLKC(FM) Henderson, all New York, and is 33.3% owner of licensee of WZOS(FM) Oswego, N.Y., which is being sold (see "For the Record," March 16). WDNY is fulltimer with AC, talk format on 1400 khz with 1 kw.

KXPO-AM-FM Grafton, N.D. □ Sold between partners of licensee KGPC Co. for $280,522 ($263,522 in assumption of debt). **Sellers** are Marlin T. Obie, Robert M. Obie and Randy J. Obie, selling (collectively) their 50% of station. Robert M. Obie owns KRWB(AM) Roseau, Minn. **Buyers** are Delhart D. and Judith F. Nygard, husband and wife. Delhart Nygard is 50% voting shareholder in KZZJ(AM) Rugby, N.D. KXPO(AM) is fulltimer with country format on 1340 khz with 1 kw. KXPO-FM has country format on 100.9 mhz with 3 kw and antenna 125 feet above average terrain.

WQRL(FM) Benton, Ill. □ CP sold by Lanmar Broadcasting Inc. to Dana Communications Corp. for $250,000. **Seller** is headed by Thomas S. Land; he and vice president David H. Land have interests in WFIW-AM-FM Fairfield, Ill. **Buyer** is headed by Dana R. Withers, who has interests in licensee of KAVU-TV Victoria, Tex., and in permittee of WQHC(FM) Nashville, Ill. WQRL has AC format on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

SOLD!

WZCR-FM, Ft. Myers Beach, Florida, from **Gerard A., McHale, Jr.,** Receiver to **John R. Linn** for **$1,550,000.**

Randall E. Jeffery
Broker

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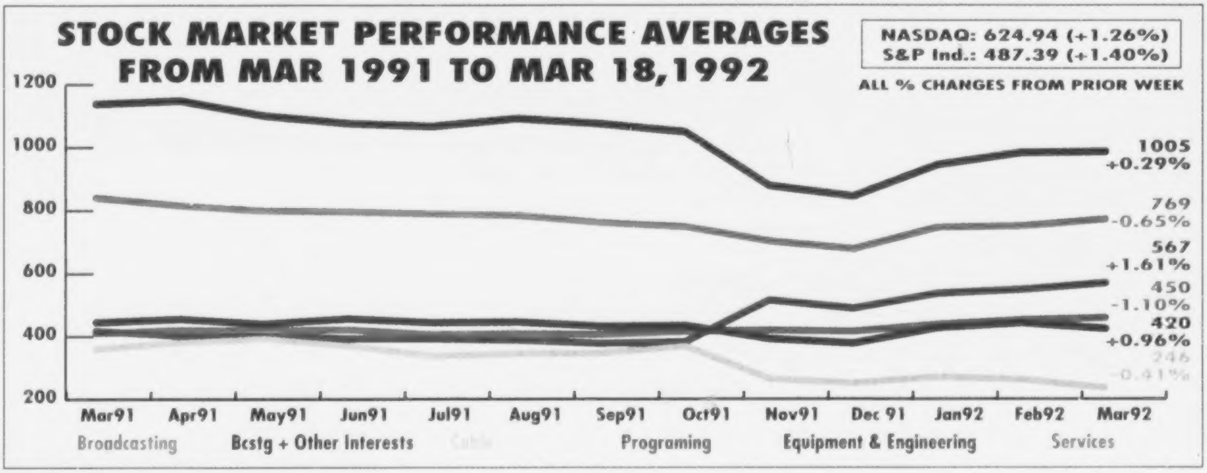
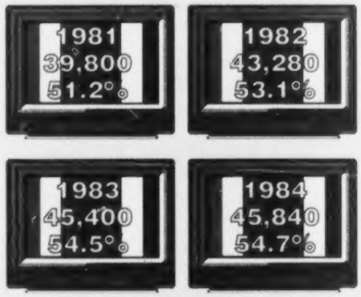
Broadcasting's By The Numbers


STOCK MARKET PERFORMANCE AVERAGES FROM MAR 1991 TO MAR 18,1992

NASDAQ: 624.94 (+1.26%)
S&P Ind.: 487.39 (+1.40%)
ALL % CHANGES FROM PRIOR WEEK

MULTI-SET HOUSEHOLD GROWTH (add 000) 1981-1992



* Reflects adjustments to conform to the 1990 census.

Source: Television Bureau of Advertising

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,984	232	5,216
Commercial FM	4,605	1,010	5,615
Educational FM	1,518	320	1,838
Total Radio	**11,107**	**1,562**	**12,669**
Commercial VHF TV	557	15	572
Commercial UHF TV	581	168	749
Educational VHF TV	123	5	128
Educational UHF TV	234	9	243
Total TV	**1,495**	**197**	**1,692**
VHF LPTV	438	154	592
UHF LPTV	772	859	1,631
Total LPTV	**1,210**	**1,013**	**2,223**
FM translators	1,884	358	2,242
VHF translators	2,517	74	2,591
UHF translators	2,316	386	2,702

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

ATAS COLLEGIATE WINNERS

The Academy of Television Arts & Sciences held its 13th Annual College Television Awards presentation and banquet at the Beverly Hilton Hotel on March 15. Emmy Award-winning producer-director-writer Garry Marshall (right) served as master of ceremonies. He is shown with the first place winners (right-left): David Mackay, University of Southern California; Ann F. Kim, University of Southern California; Stephen M. Wessells, Stanford University; Beth Collier, University of Central Florida; Skip Martin, Florida State University, and Cheng Long, Temple University.

A record 397 entries were judged by 157 ATAS members.

TECHNOLOGY

R. James Kelso, field technical coordinator, Cox Cable Communications, Atlanta, named technical operations manager, advertising sales.

Sidney Rivenbank, former sales representative, Professional Products, Bethesda, Md., joins JVC Professional Products Co., Norcross, Ga., as sales representative.

Andy Delle, from Varitel, rejoins The Post Group, Hollywood, as VP, engineering.

Frank Morgan, VP, marketing, MCL/Inc., Bolingbrook, Ill., named CEO. **Ron Adamson,** director of domestic commercial products, MCL/Inc., named VP, sales and marketing.

PROMOTION AND PR

Patrick Harrison, from Frederick & Nelson, joins KMTT(FM) Seattle as promotions director.

ALLIED FIELDS

ABC News picked up three honors in *Washington Journalism Review*'s Reader Poll: **Peter Jennings,** best evening news anchor; **Brit Hume,** best White House correspondent; **Jeff Greenfield,** best critic of the news media, and *Nightline,* best TV news interview/discussion program. Other radio-TV winners: **Peter Arnett,** CNN, best foreign correspondent; **Katherine Couric,** NBC's *Today,* best morning news anchor/host, and **Charles Osgood,** CBS, best radio reporter.

Marc B. Nathanson, chairman, Falcon Cable TV, Los Angeles, elected to board of directors of National Cable Television Association.

DEATHS

Harrington Silva, 36, from Worldvision Enterprises, and his wife, **Suzanne Silva,** 28, died in automobile accident March 11 in Santa Monica, Calif. Harrington Silva joined Worldvision, New York, in 1980 as manager, international sales administration. He relocated to Los Angeles in 1984 when he was appointed to his most recent position, director of sales, Latin America. He is survived by two daughters, Suzette and Danica; his parents; three sisters and two brothers. Suzanne Silva was president of Trendar Inc., an international TV production and distribution company. She is survived by her parents, sister and brother. In lieu of flowers, donations may be sent to: Russell Whelcel, Harrington and Suzanne Silva Memorial Fund, NATPE Education Foundation, 10100 Santa Monica Blvd., Los Angeles 90067.

Tony Graham, 59, former broadcaster, Westinghouse Broadcasting Corp., died of colon cancer in New York March 13. Graham started career as air personality in West Virginia, and joined Westinghouse station KDKA(AM) Pittsburgh. He was elevated to program manager, with later stints at co-owned station in Los Angeles and Boston. In 1970 he was appointed national program manager for Westinghouse. He left broadcasting in 1973 to pursue career in graphic arts. He is survived by two sisters.

Louis Joseph Ripa, 81, owner and operator of KNBA(AM) Vallejo, Calif., died after lengthy illness Feb. 20 there. Ripa acquired radio station in early 1960's. He is survived by sister, Maria, and brother, Samuel, both of Holyoke, Mass.

Helen Deutsch, 85, writer, died in New York March 15. TV credits include *Jack and the Beanstalk* and *The General Motors 50th Anniversary Show.*

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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In Brief

In one of the bitterest contests in memory, **John Quinn,** WJDM(AM) Elizabeth, N.J., last week **defeated Bill O'Shaughnessy** WVOX(AM)-WRTN(FM) New Rochelle, N.Y., **in a runoff for district 2 of the NAB radio board.** Quinn reportedly won the seat by just five votes, 92-87. The outspoken O'Shaughnessy, who had earlier served on the board, said he was "alright with the result. At least [the board] is going to have shorter meetings." Other radio runoff winners: T. David Luther, WBTM(AM)-WAKG(FM) Danville, Va., district 4; Raymond Saadi, KHOM(AM)-KTIB(FM) Houma, La., district 8, and J.D. Freeman, KMLE(FM) Phoenix, district 22. The NAB also announced winners of the TV board elections: Ralph W. Gabbard of WKYT-TV Lexington, Ky.; Kenneth L. Hatch, KIRO-TV Seattle; Amy McCombs, KRON-TV San Francisco; Harry J. Pappas, Pappas Telecasting, Visalia, Calif.; Tom Reiff, H&C Communications, Houston, and John C. Siegel, KBHK-TV San Francisco. McCombs, Pappas and Siegel were incumbents.

Virtually assuring the continued dominance of its Thursday night lineup, **NBC has renewed *Cheers* for an 11th season.** All of the current cast is expected to return for the 1992-93 season. Finishing this season as the fourth-highest-rated series, *Cheers* is averaging a 17.8 rating/27 share in winning its 9-9:30 time period. Following an industry-wide trend, NBC has reportedly rolled back its license fee to Paramount by about 10% from the current level. Joining *Cheers* in the renewal column is ***The Fresh Prince of Bel Air***, which will return for its third season. *Prince* is the highest-rated comedy among teens and is second overall among teens behind Fox's *Beverly Hills, 90210*. The two renewed series join *Blossom*, *Law & Order*, *Seinfeld* and *Wings* as NBC shows already renewed for next season.

TAUZIN INTRODUCES PROGRAM-ACCESS BILL

House Telecommunications Subcommittee member Billy Tauzin (D-La.) introduced what he claimed to be the toughest program-access legislation in Congress last week. The Cable Competition Act of 1992 "goes far beyond the Senate bill" (S. 12), Tauzin said.

Program-access provisions have been introduced in other pending House legislation, but the new bill adds more anti-discrimination provisions designed to insure that wireless cable, direct broadcast satellite and other emerging video transmission systems have access to current cable programing. Tauzin said the new bill was offered "with the notion of setting the tone of this cable legislation debate." The subcommittee is expected to mark up a cable bill in the near future.

One of the bill's cosponsors, Jim Cooper (D-Tenn.), said the House should build on the momentum of the Senate's 73-18 passage of the cable bill. "You cannot hope to have real competition in the marketplace without access to programing," Cooper said. Rick Boucher (D-Va.) and Claude Harris (D-Ala.) are also original cosponsors.

"The bill would have the effect of imposing comprehensive regulation on all cable program distribution agreements," National Cable Television Association President James Mooney said. "All sorts of curious ships sail under the flag of 'procompetition.' This is one of the most curious," Mooney said. —RMS

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 8. Numbers represent aggregate rating average/stations/% coverage.)

1.	Wheel Of Fortune	14.8/224/98
2.	Jeopardy!	13.3/214/98
3.	Star Trek	13.2/246/98
4.	Oprah Winfrey Show	12.8/226/99
5.	Entertainment Tonight	8.4/167/96
6.	Married...With Children	8.4/175/97
7.	Current Affair	8.1/173/94
8.	Wheel Of Fortune-wknd	7.8/191/93
9.	Cosby Show	7.2/207/96
9.	Donahue	7.2/223/98
11.	Inside Edition	6.6/129/90
11.	WKRP in Cincinnati	6.6/237/98
13.	Sally Jessy Raphael	6.2/206/97
14.	Hard Copy	6.0/171/92
15.	Entertainment Tonight-wknd	5.9/186/95

Upcoming schedule changes include *The Royal Family* returning to the CBS lineup on Wednesday at 8, and NBC debuting ***The Fifth Corner*** on Friday at 10-11. The CBS change is effective April 8 with ***Davis Rules*** moving to 8:30 Wednesday and ***Brooklyn Bridge*** going on hiatus but scheduled to return in mid-April. NBC pulls ***Nightmare Cafe*** from its Friday lineup to make room for the action hour *The Fifth Corner*. *Brooklyn Bridge* will move to the Monday 8:30-9 slot for two weeks, April 13 and 20, with ***Major Dad*** going on brief hiatus.

With clearances covering more than 70% of the country, **Group W will roll out *Vicki!*** for the fall, the company announced last week. Top-three market clearances include WPIX New York, KCAL Los Angeles and WMAQ-TV Chicago. The hour strip talk show features former *Carol Burnett Show* alum Vicki Lawrence.

A federal judge in Philadelphia ruled that a company may sue Westinghouse Broadcasting for lost profits because its commercial did not run on a specified date. In a decision last week, Judge William

C1850-14

MAR 30

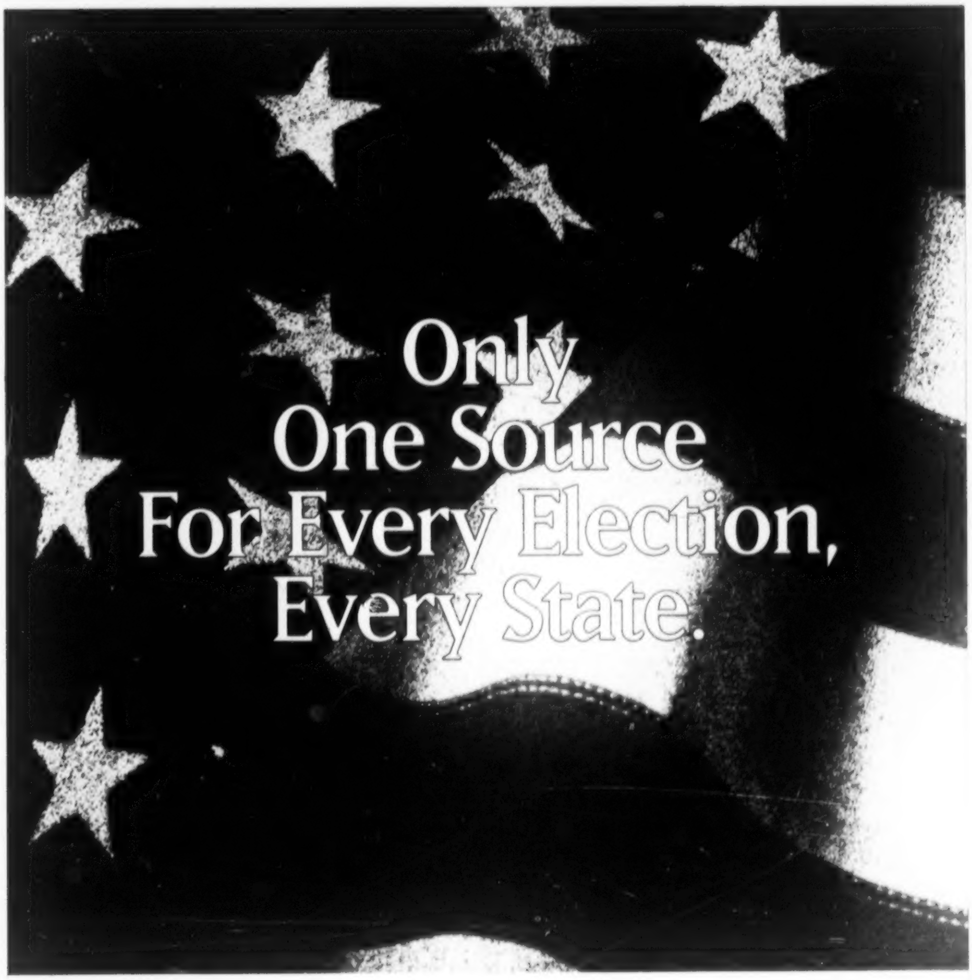
Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ UPDATE: THE TOP 25 TV GROUPS / 47

❑ MULTIMEDIA ENTERTAINMENT BRANCHES OUT / 19

❑ COMPETITION HEATS UP FOR CABLE GAME CHANNEL / 32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This Week

Networks top list of TV group owners in BROADCASTING *ranking (p. 47)*

NEW REREG BILL / 4

House Telecommunications Subcommittee Chairman Edward Markey's has introduced a new cable reregulation bill that mirrors the Senate-passed S. 12.

MULTI MULTIMEDIA / 19

Multimedia Entertainment, enjoying the success wrought by *Donahue,* is branching out into new enterprises, including telefilm production, additional talk shows and prime time clearances on network affiliates.

SERIOUS ABOUT GAMES / 32

The game show category, which has had slow going of late in syndication, may get a chance to score in cable. Several game channel proposals are on the drawing board, and sources say King World is interested in launching a basic cable network. Interactivity will likely play a role.

GOOD TIMES, LEAN TIMES / 34

The economic turnaround will not necessarily mean bigger budgets for TV advertising if the bottom-line pick-up is the result of cost-cutting. In the third segment of "Waiting for the Rebound," BROADCASTING looks at the budget plans of top TV advertisers.

CROSSED OVER OWNERSHIP / 39

The FCC heard comments last week from the networks, affiliates, independents, the NCTA and others on reforming the network-cable crossownership rules. Realizing that some modification is likely, opponents offered a list of proposed safeguards, including ownership caps and must-carry provisions.

PREMIERE PLAN / 43

Premiere Radio Networks plans to raise $5.57 million through its initial public stock offering, enabling the program distributor to enter the wired programing market and operate radio stations and radio-related businesses of its own.

ACATS ACTION ON ATV / 45

The Advisory Committee on Advanced Television Systems has recommended a staggered system for advanced-television frequency applications and a final comparison of lab test results by Jan. 9, 1993.

SPECIAL REPORT: GROUP OWNERS / 47

The networks top the list of TV group owners (ranked by percentage of households reached), according to BROADCASTING'S exclusive annual ranking. Capcities/ABC remained number one.

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'FULL HOUSE' TOP NEW SITCOM IN SWEEPS

By Steve McClellan

Full House, new to syndication this season, tied with *Cheers* for first place among sitcoms during the February sweeps, according to a Petry Television analysis of Nielsen Station Index (local market) ratings.

All the ratings that follow are based on the Petry report.

House averaged a 7.1 rating/14 share, with major gains in lead-in and year-ago time period averages. *Cheers* averaged a 7.1/18, and *Golden Girls* averaged a 6.9/17.

Newcomer *Married...with Children* averaged a 6.5/15, holding its lead-in share and posting a 15% share gain from its November book.

Rounding out the top five was *The Cosby Show,* averaging a 6.2/16, down from both its lead-in and time period performance a year ago. *A Different World,* which aired in 29 markets, averaged a 5.7/9, with a 23 share among teens. Rookie *Saved by the Bell* averaged a 3.6/6, but turned in a 23 teen share and a 20 kids 2-11 share.

Oprah Winfrey repeated as the clear-cut winner among talk shows, with a 12.7/36, almost double the rating of the nearest talk show. On average it boosted its lead-in share by 44% and was up 16% in share from the time period a year ago.

Late night's 'Dennis Miller': one of syndication's struggling newcomers

Most-improved-player award goes to *Sally Jessy Raphael,* which tied *Donahue* in the sweeps, with a 6.6 rating, however, it had a 26 share and *Donahue* had a 27 share. *Sally* was up 24% from the time period a year ago. *Geraldo* rebounded about 20%

Broadcasting's Ratings Week Mar 16-22

	ABC	CBS	NBC	FOX
MONDAY	9.5/15	18.1/29	11.6/19	9.4/15
8:00	56. FBI: Untold Str. 10.4/17	15. Evening Shade 15.7/25	28. Fresh Prince 13.4/21	61. Fox Night at the Movies—Doing Time on Maple Drive 9.4/15
8:30	54. Amer Detective 10.8/17	10. Major Dad 17.6/27	44. Blossom 11.9/19	
9:00	66. ABC Monday Night Movie—Those Secrets 8.9/14	3. Murphy Brown 21.2/32	51. NBC Monday Night Movie—In the Line of Duty: A Cop for the Killing 11.0/18	
9:30		7. Designg Wmn 18.0/28		
10:00		7. Northern Exposure 18.0/31		
10:30				
TUESDAY	15.8/26	13.0/22	11.2/18	NO PROGRAMING
8:00	9. Full House 17.8/29	33. Rescue: 911 12.9/21	46. In the Heat of the Night 11.7/19	
8:30	4. Home Improvmt 19.6/31			
9:00	2. Roseanne 21.4/33	31. People's Choice Awards 13.1/22	51. Reasonable Doubts 11.0/18	
9:30	5. Coach 18.5/29			
10:00	67. Civil Wars 8.8/16			
10:30				
WEDNESDAY	12.2/20	11.6/19	13.3/22	NO PROGRAMING
8:00	32. Wonder Years 13.0/21	58. Davis Rules 9.5/16	6. Unsolved Mysteries 18.4/30	
8:30	25. Doogie Howser 13.8/22	70. Brooklyn Bridge 8.0/13		
9:00	37. The Young Indiana Jones Chronicles 12.4/20	41. Jake and the Fatman 12.2/19	21. Seinfeld 14.6/23	
9:30			48. Night Court 11.6/19	
10:00	55. Homefront 10.7/19	25. 48 Hours 13.8/25	68. Quantum Leap 8.4/15	
10:30				
THURSDAY	11.9/20	8.1/13	14.5/24	11.0/18
8:00	46. ABC Thursday Night Movie—My First Love 11.7/19	69. NCAA Basketball Championship 8.1/13	27. Cosby 13.5/22	39. Simpsons 12.3/20
8:30			29. A Diffrnt World 13.2/21	61. Drexell's Class 9.4/15
9:00			14. Cheers 16.0/25	50. Beverly Hills 90210 11.2/18
9:30			23. Wings 14.0/22	
10:00	37. Primetime Live 12.4/22	76. NCAA Basketball Championship 7.1/14	17. L.A. Law 15.2/27	
10:30				
FRIDAY	14.8/27	6.5/12	8.1/15	6.1/11
8:00	16. Family Matters 15.3/28	82. NCAA Basketball Championship 6.4/12	72. Tom Brokaw Report 7.6/14	72. America's Most Wanted 7.6/14
8:30	19. Step By Step 14.9/27			
9:00	29. Dinosaurs 13.2/24		58. I'll Fly Away 9.5/17	89. Hidden Video 4.5/8
9:30	42. Baby Talk 12.1/21			86. Hidden Video 2 4.8/8
10:00	13. 20/20 16.6/31	80. NCAA Basketball Championship 6.7/14	75. Nightmare Cafe 7.2/14	
10:30				
SATURDAY	8.6/16	7.4/14	11.9/22	7.2/12
8:00	71. Who's the Boss? 7.8/14	66. NCAA Basketball Championship 8.9/16	36. Golden Girls 12.5/22	64. Cops 9.2/16
8:30	78. Billy 7.0/12		43. Powers That Be 12.0/21	57. Cops 2 10.2/18
9:00	84. Perfect Strang. 6.1/11		18. Empty Nest 15.0/27	87. Ray Charles: 50 Years of Music 4.6/8
9:30	74. Growing Pains 7.5/14		35. Nurses 12.6/23	
10:00	48. The Commish 11.6/22	76. Boys of Twilight 7.1/14	58. Sisters 9.5/18	
10:30				
SUNDAY	12.0/19	18.6/30	8.1/12	9.3/15
7:00	64. Life Goes On 9.2/15	1. 60 Minutes 23.4/38	90. Eerie, Indiana 4.3/7	81. True Colors 6.6/11
7:30			90. The Torkelsons 4.3/7	79. Parker Lewis 6.8/11
8:00	24. Am Fun Hme Vid 13.9/21	11. Murder, She Wrote 17.1/26	63. NBC Sunday Night Movie—Big One: The Great L.A. Earthquake 9.3/14	33. In Living Color 12.9/19
8:30	22. Am Fun People 14.5/22			53. Roc 10.9/16
9:00	39. ABC Sunday Night Movie—Dirty Rotten Scoundrels 12.3/20	11. CBS Sunday Movie—Double Edge 17.1/28		20. Married w/Childn 14.7/22
9:30				45. Herman's Head 11.8/18
10:00				82. Get a Life 6.4/10
10:30				87. Sunday Comics 4.6/8
WEEK'S AVGS	12.1/20	12.3/21	11.1/19	8.7/14
SSN. TO DATE	12.1/20	13.9/23	12.4/20	7.9/13

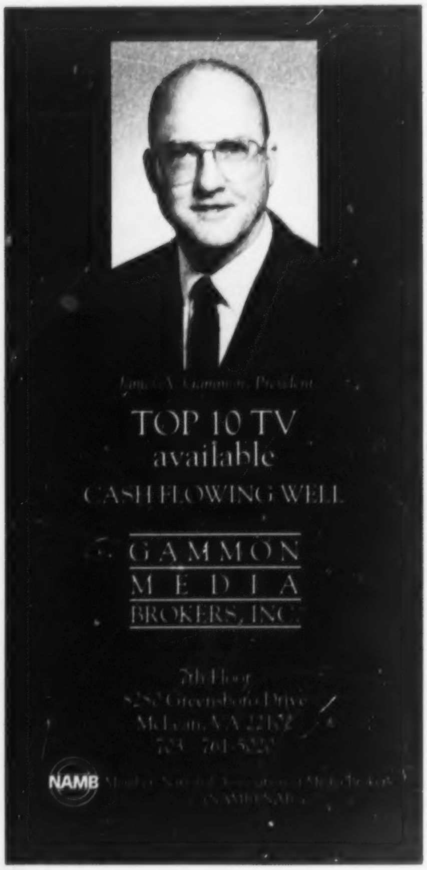
RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

COURT FINDS FOR TAK

Ruling in favor of Tak Communications, U.S. Bankruptcy Court for the Western District of Wisconsin last week upheld a lower court's opinion that lenders cannot hold security interest in broadcasting licenses.

District Judge Barbara Crabb ruled the New Bank of New England and nine other banks for which it is acting as agent have no right to place a lien on the Chapter 11 company's broadcasting licenses, despite the $175-million line of credit they gav Tak. She cited the FCC's "clear established policy [against security interest in broadcast licenses] that the banks now seek to escape." The FCC has decided its policy is unclear, and has agreed to review whether to permit lenders to hold security interest in licenses.

The banks, with 30 days to file, have not decided whether they will appeal, according to their attorney. -SDM



Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's	**$1,834,654**	**8**
FM's	**$1,143,500**	**5**
AM-FM's	**$1,791,500**	**4**
TV's	**$598,000**	**3**
Total	**$5,367,654**	**20**

1992 to Date:

AM's	**$12,292,255**	**38**
FM's	**$45,535,546**	**55**
AM-FM's	**$31,690,089**	**25**
TV's	**$26,783,000**	**12**
Total	**$116,300,890**	**130**

For 1991 total see Jan. 27, 1992 BROADCASTING.

KUKQ(AM)-KUPD-FM Tempe (Phoenix), Ariz. □ Sold by Tri-State Broadcasting Co. to G & C Broadcasting Co. Inc. for approximately $10-$12 million. **Seller** is headed by Jack Norris and Bob Melton, and has no other broadcast interests. **Buyer** is owned by Jack Grimm, a Texas businessman who owned radio stations in Providence, R.I., and Louisville, Ky., and Bob Fish, who held radio positions in New York and Boston. KUKQ has alternative music format on 1060 khz with 5 kw day and 500 w night. KUPD-FM has AOR format on 97.9 mhz with 100 kw and ant. 1,620 ft. *Broker: Communications Equity Associates.*

WGCV(AM)-WPLZ-FM Petersburg (Richmond), Va. □ Sold by Paco Jon Broadcasting to Sinclair Telecable for $1.4 million. **Seller** is headed by Charles Giddens, receiver for stations, and has no other broadcast interests. **Buyer** is headed by John, Bob and David Sinclair, and also owns WCDX(FM) Mechanicsville (Richmond) and WNIS(AM) Norfolk, both Virginia, and cable systems in Arkansas. WGCV is fulltimer with gospel format on 1240 khz with 1 kw. WPLZ-FM has urban contemporary format on 99.3 mhz with 3 kw and ant. 328 ft. *Broker: Media Venture Partners.*

KHPY(AM) Yucaipa (Moreno Valley), Calif. □ Sold by Delbert L. Van Voorhis to KHPY Hispanic Radio Inc. for $1 million on terms. **Seller** has no other broadcast interests. **Buyer** is headed by Ruben O. Chavez Sr. and has no other broadcast interests. KHPY has MOR format on 1530 khz with 10 kw day.

WKJA(FM) Belhaven, N.C. □ Sold by Spirit Broadcasting Inc. to Winfas of Belhaven Inc. for $594,000, assumption of debt. Station was purchased in July 1991, from Belhaven Christian Radio, headed by L.E. Willis Sr., for $655,000. **Seller** is headed by Ernestine Willis Cuffee, daughter of L.E. Willis Sr., who is licensee of 5 AM's and 11 FM's. **Buyer** is headed by Roger R. Ingram, and is licensee of WKOO(FM) Jacksonville, N.C., and WYYD(FM) Amherst, Va. WKJA has modern country format on 92.1 mhz with 3 kw and antenna 282 feet.

WABF(AM) Fairhope (Mobile), Ala. □ Sold by Bee Cee Broadcasting Inc. to Jubilee Broadcasting Co. Inc. for $350,000. Terms: $20,000 escrow deposit, $255,000 cash at closing and $75,000 for five-year noncompete covenant. **Seller** is headed by Robert A. Clark, and has no other broadcast interests. **Buyer** is headed by John W. Hinds Jr., who is currently announcer at station. WABF has MOR, big-band format on 1220 khz with 1 kw day.

KPLO-FM Reliance, S.D. □ Sold by Midcontinent Radio of South Dakota Inc. to MAS Communications Inc. for $250,000 cash. **Seller** is also licensee of KELO-AM-FM Sioux Falls and KDLO(FM) Watertown, both South Dakota, and is subsidiary of Midcontinent Media, headed by Joseph H. Floyd, and has interests in licensees of KELO(TV) Sioux Falls, KDLO(TV) Florence, KPLO(TV) Reliance and KCLO(TV) Rapid City, all South Dakota; WTSO(AM)-WZEE(FM) Madison, Wis.; KFH(AM)-KXLK(FM) Wichita-Haysville, Kan., and WDGY(AM)-KDWF(FM) St. Paul-Richfield, Minn. **Buyer** is headed by Mark A. Swendson, and has no other broadcast interests. KPLO-FM has country format on 94.5 mz with 95 kw and antenna 1,000 feet.

Broadcasting

Washington

SQUARING OFF OVER CABLE CROSSOWNERSHIP

Networks want to be let in, affiliates want them out in comments at FCC

By Joe Flint

PROPOSED SAFEGUARDS

	National Ownership Cap	Local Ownership Cap	Other
NASA	5% of homes passed	25% of homes passed	Must-carry, channel positioning, bypass protection
ABC	10% of homes passed	None	Supports must-carry, channel positioning, bypass protection
NBC	10% of homes passed	None	Supports must-carry, channel positioning, bypass protection
NAACP	5% of homes passed*	None	None
Malrite	None	25% of homes passed	Supports NASA safeguards
ACT	10% of homes passed	None proposed	None proposed
Media Access Project	10% of homes passed	50% of homes passed	Supports NASA safeguards; retention of fin-syn rules and PTAR rules and 12-12 TV ownership rules.

*Additonal network ownership of cable systems should be permitted to the extent that networks invest in or finance minority-owned stations. CBS and the National Association of Cable Television are against any safeguards.

The only thing the two sides of the network-cable crossownership debate agree on is that the cable industry no longer needs protection from any part of the broadcast industry. What is dividing them is whether one segment of the broadcast industry needs protection from another.

Local broadcasters fear that if the rules preventing ABC, CBS and NBC from owning cable systems are lifted or relaxed, they will become victims of anti-competitive practices. They fear that the networks will use their leverage as system owners to alter the network-affiliate relationship so it favors them. Affiliates fear they could be stripped of their affiliation if the network decides to rely exclusively on the cable system for carriage, and both affiliates and independents fear that a network owner would harm the other stations it was not affiliated with either through poor channel positioning or no carriage at all. The networks argue that since over-the-air broadcast signals are usually the most popular channels on cable systems, it would be counterproductive and harm the value of a network-owned cable system if the strengths of the local television stations were harmed in any way.

The arguments for and against reform of the network-cable crossownership rules were made at the FCC last week in the form of comments that the FCC will use in making a decision on how to change the rules. Although no date for change has been announced, there has been speculation that the commission will address the issue as early as its June meeting.

Filing in support of rule reform are—most notably—the three networks and the National Cable Television Association. Organizations against any reform include the Network Affiliated Station Alliance (NASA), the National Association of Broadcasters (NAB), the Motion Picture Association of America (MPAA), the Association for Independent Television Stations (INTV) and group owners Malrite Communications and Chris-Craft Industries.

While the opponents are against any relaxation, they realize that some modification is likely, and much of the debate's focus has been on protective safeguards.

The most effective safeguard (and the one least likely to be approved), according to NASA, would permit the networks to have ownership interests in cable systems that are subject to a competing cable system or multichannel video provider. Capital Cities/ABC, in its comments, said of that proposal: "If the commission were to adopt such a rule, a network seeking to acquire cable systems would be limited to only those 50 cable systems (out of the total of more than 11,000) which directly compete with other cable systems.... As the commission itself has noted, this would present 'only a few initial opportunities for network ownership.' " How about building new systems? ABC said that today it would be "economic suicide."

If that safeguard is rejected, NASA proposes a set of safeguards that includes a local ownership cap of 25% of homes passed; a national ownership cap of 5% of homes passed, and a system of "behavioral constraints including must carry, channel positioning, and bypass protection and, moreover, the commission should apply the cable-telephone ownership attribution standards to prevent against the networks' engaging in any limited partnerships with cable systems over and above the 25% national cap."

Safeguards proposed by INTV include forbidding a network to own a

cable system in a market where it owns a TV station, and if retransmission consent becomes law, a network-owned cable system should be "required to compensate all local stations for cable carriage at a rate on a per-subscriber basis at least as favorable to the stations as that paid by non-network-owned cable systems in the market."

The MPAA declined comment on what specifically it thought were appropriate safeguards. The MPAA's filing also contained a footnote that members Twentieth Century Fox Film Corp. and Warner Bros. Inc. support elimination of the crossownership ban.

In its filing, group owner Malrite Communications said that the networks' need for a second revenue stream should not come through control of local cable systems. "To assert that the networks should be permitted to own cable systems in order to augment their revenues is like saying that AT&T should once again be permitted to be the exclusive supplier of telephones in a market. Although the result would be welcomed by AT&T, it would not necessarily be beneficial to the consumer."

Leading the charge for reform of the crossownership ban for the networks has been Capital Cities/ABC. By investing in cable systems, ABC said, it will be in a "much better position to risk the two to two-and-one-half billion dollars per year in programing costs that benefit the network affiliate distribution system if we can diversify into businesses like cable ownership that have a more stable cash flow."

While ABC is against safeguards, the network said it would be willing to accept a national subscriber limit of 10% and would not oppose "reasonable" anti-bypass, must-carry and channel positioning requirements. It opposes any caps on local ownership.

NBC's comments about safeguards only say they should be limited to a national cap, must-carry and channel position requirements and a requirement that a network cable owner maintain an affiliation with an over-the-air station in markets in which it owns a system. CBS asked for total repeal with no safeguards.

This may be the first major issue that unites the big three networks with cable. The NCTA, in comments supporting lifting the ban, argues that not only are safeguards against national and local ownership wrong, but so are safeguards calling for must carry and channel positioning. "The must-carry safeguard would force networks to protect local broadcasters at the expense of new and diverse cable network offerings—the very same protectionist activity that the commission sought to prevent when it initially imposed the network- cable crossownership ban."

With regard to limiting national ownership, NCTA said: "Such an approach runs directly counter to the commission's recent expression of its general opposition to limits on the horizontal growth of cable MSO's in our July 1990 report to Congress on Competition in Cable Television."

In what might come as a surprise, the public interest group Media Access Project came out in favor of eliminating the absolute ban on network ownership of cable systems. But there are strings attached. Besides a national ownership cap of 10% and a prohibition against ownership of systems whose subscribers make up more than 50% of the ADI's households, MAP is calling for retention of the financial interest and syndication rules, the prime time access rules and the 12 station/25% audience cap for TV ownership. If all that is done, the group will "reluctantly endorse restricted network entry into cable system ownership." ■

SIKES QUESTIONED ON NEW RADIO LIMITS

Chairman backs up decision to increase station caps and liberalize duopoly restriction during questioning by Senate Appropriations Subcommittee

By Randy Sukow

FCC Chairman Alfred Sikes defended the commission's decision to deregulate the AM and FM station ownership limits during a Senate Appropriations Subcommittee hearing last Wednesday (March 25).

"Today, 50 firms of radio group owners have 50% of the revenue of 11,000 radio stations as a whole," Sikes said. Change is needed to preserve the viability of the entire industry, he added.

On March 12 the commission voted 4-0 to raise the ownership caps on both AM and FM stations to 30 each (BROADCASTING, March 16). The FCC also rewrote the duopoly rules to give station groups the right to own three to six stations in a market, depending on market size. In markets with more than 15 stations, a single owner could not own stations reaching more than 25% of the audience. Stations programed through time-brokered local management agreements (LMA's) would count toward the market penetration total.

Immediately after the commission's decision, Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) promised to introduce a bill reinstating the 12-station ownership caps for both AM and FM, and Energy and Commerce Committee Chairman John Dingell (D-Mich.) asked for the full record on the radio decision. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) was also critical of the plan.

Subcommittee members last week, including Hollings, were more restrained. But the Senate is just as interested in the plan as the House, said Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who also sits on the Appropriations Subcommittee dealing with FCC funding.

Inouye could not say whether he would support attaching a rider to the FCC's appropriation to block the radio deregulation, which is scheduled to take effect Aug. 1. The same record being provided to Dingell will be sent to the Senate. "Before anyone makes a decision, I would like to know what I'm dealing with," he said.

Changes in the advertising environment in most radio markets, said Sikes in testimony to the subcommittee, are a main reason for radio deregulation. In small markets, stores such as Walmart have begun in-house advertising projects that do not include radio. "As

NETWORKS STILL TOPS IN TV GROUP OWNERSHIP

In BROADCASTING's exclusive ranking, ABC remains in first place while CBS overtakes NBC for number-two spot; Tribune moves into fourth place, ahead of HSN and Fox

By John Gallagher

CBS's purchase last year of Midwest Communications, which included TV stations in Minneapolis and Green Bay, Wis., enabled the company to move from three to two, bumping NBC back a slot, on BROADCASTING's exclusive ranking of the top 25 television group owners by the percentage of television homes they reach. Capital Cities/ABC retained its status as the broadcaster with the largest reach.

Tribune Broadcasting also climbed the chart, jumping from number six to four, ahead of Home Shopping Network and Fox, due to the addition of independent WPHL-TV Philadelphia, which it purchased from Taft Broadcasting. Great American made this year's list, entering at 19, with the purchase of WGHP-TV High Point, N.C., also from Taft.

The sale of stations caused one company to drop several notches on the chart: Gillett Broadcasting sold WMAR-TV Baltimore to Scripps Howard (which moved up a rank to 13) and WOKR(TV) Rochester, N.Y., to Hughes Broadcasting Partners, causing Gillett to fall three places, from nine to 12.

Slight changes this year in market populations and rank, not the buying or selling of stations, gave Providence-Journal a net gain of .107% over Paramount Communications, numbers 20 and 21, respectively. The company had trailed Paramount, number 19 last year, by a mere .049%; Providence Journal edged ahead by .58%.

The expansion of BROADCASTING's list from 20 to 25 added Post-Newsweek, LIN, Gaylord and Multimedia, numbers 22 through 25, all joining Great American as newcomers.

Individual stations are listed by calls, ADI city, channel, affiliation and ADI rank/percentage penetration, according to Arbitron's 1991-92 estimated market and ADI household figures. UHF stations are computed with a 50% reduction in coverage, as per FCC rules. Number in parentheses after group name is last year's rank. ■

1. CAPITAL CITIES/ABC (1)

(8 stations/23.83%)

WABC-TV New York □ Ch.7 □ ABC □ 1/7.35%
KABC-TV Los Angeles □ Ch.7 □ ABC □ 2/5.32%
WLS-TV Chicago □ Ch.7 □ ABC □ 3/3.27%
WPVI-TV Philadelphia □ Ch.6 □ ABC □ 4/2.87%
KGO-TV San Francisco □ Ch.7 □ ABC □ 5/2.41%
KTRK-TV Houston □ Ch.13 □ ABC □ 11/1.58%
WTVD(TV) Durham (Raleigh-Durham), N.C. □ Ch.11 □ ABC □ 32/.79%
KFSN-TV Fresno (Fresno-Visalia), Calif. □ Ch.30 □ ABC □ 59/.24%

Capital Cities/ABC Inc. New York. NYSE. Officers: Thomas S. Murphy, chairman; Daniel B. Burke, president/CEO. Radio holdings: 11 AM and 10 FM. KABC(AM)-KLOS(FM) Los Angeles and KGO(AM) San Francisco; KRXY-AM-FM Lakewood, Colo. (Denver); WMAL(AM)-WRQX(FM) Washington; WKHX-AM-FM Atlanta; WLS(AM)-WYTZ(FM) Chicago; WJR(AM)-WHYT(FM) Detroit; KQRS-AM-FM Golden Valley, Minn.; WABC(AM)-WPLJ(FM) New York; WPRO-AM-FM Providence, R.I.; WBAP(AM)-KSCS(FM) Fort Worth. Other media: publishes 8 daily and 28 weekly newspapers, and over 30 trade publications. Also, Fairchild Publications, which publishes 21 trade papers and 9 trade magazines.

2. CBS (3)

(7 stations/22.12%)

WCBS-TV New York □ Ch.2 □ CBS □ 1/7.35%
KCBS-TV Los Angeles □ Ch.2 □ CBS □ 2/5.32%
WBBM-TV Chicago □ Ch.2 □ CBS □ 3/3.27%
WCAU-TV Philadelphia □ Ch.10 □ CBS □ 4/2.87%
WCCO-TV Minneapolis (Minneapolis-St. Paul) □ Ch.4 □ CBS □ 13/1.5%
WCIX(TV) Miami (Miami-Fort Lauderdale) □ Ch.6 □ CBS □ 15/1.4%
WFRV-TV Green Bay (Green Bay-Appleton) □ Ch.5 □ CBS □ 67/.41%

CBS Broadcast Group, a division of CBS Inc., New York. NYSE. Officer: Laurence Tisch, chairman, president/CEO. Radio holdings: 8 AM, 13 FM. KNX(AM)-KODJ(FM) Los Angeles and KCBS(AM)-KRQR(FM) San Francisco; WYNF(FM) Tampa, Fla., WBBM-AM-FM Chicago; WLTT(FM) Bethesda, Md., WODS(FM) Boston; WWJ(AM)-WJOI(FM) Detroit; WCCO(AM)-WLTE(FM) Minneapolis; KMOX(AM)-KLOU(FM) St. Louis; WCBS-AM-FM New York; WOGL-AM-FM Philadelphia; KTXQ(FM) Fort Worth and KLTR(FM) Houston.

3. NBC (2)

(6 stations/20.38%)

WNBC-TV New York □ Ch.4 □ NBC □ 1/7.35%
KNBC-TV Los Angeles □ Ch.4 □ NBC □ 2/5.32%
WMAQ-TV Chicago □ Ch.5 □ NBC □ 3/3.27%
WRC-TV Washington □ Ch.4 □ NBC □ 7/1.94%
WTVJ(TV) Miami (Miami-Fort Lauderdale) □ Ch.4 □ NBC □ 15/1.4%
KCNC-TV Denver □ Ch.4 □ NBC □ 21/1.1%

National Broadcasting Company, New York, a subsidiary of General Electric. NYSE. Officers: John F. Welch, chairman; Robert C. Wright, president/CEO.

4. TRIBUNE BROADCASTING (6)

(7 stations/19.595%)

WPIX(TV) New York □ Ch.11 □ Ind. □ 1/7.35%
KTLA(TV) Los Angeles □ Ch.5 □ Ind. □ 2/5.32%
WGN-TV Chicago □ Ch.9 □ Ind. □ 3/3.27%
*WPHL-TV Philadelphia □ Ch.17 □ Ind. □ 4/1.435%
WGNX(TV) Atlanta □ Ch.46 □ Ind. □ 10/.795%

KWGN-TV Denver ☐ Ch.2 ☐ Ind. ☐ 21/1.1%
WGNO(TV) New Orleans ☐ Ch.26 ☐ Ind. ☐ 40/.325%
*Pending FCC approval

Tribune Broadcasting Co., Chicago. NYSE. Officer: James Dowdle, president/CEO. Radio holdings: 2 AM and 2 FM. KYMX(AM)-KCTC(FM) Sacramento, Calif.; WGN(AM) Chicago, and WQCD(FM) New York. Tribune Broadcasting owns the *Chicago Tribune*, and has interlocking ownership with 6 daily newspapers.

5. HSN COMMUNICATIONS (4)

(12 stations/18.665%)

WHSE(TV) Newark (New York), N.J. ☐ Ch.68 ☐ Ind. ☐ 1/3.675%
WHSI(TV) Smithtown (New York), N.Y. ☐ Ch.67 ☐ Ind. ☐ 1/3.675%
KHSC(TV) Ontario (Los Angeles), Calif. ☐ Ch.46 ☐ Ind. ☐ 2/2.66%
WEHS(TV) Aurora (Chicago), Ill. ☐ Ch.60 ☐ Ind. ☐ 3/1.635%
WHSP(TV) Vineland (Philadelphia), N.J. ☐ Ch.65 ☐ Ind. ☐ 4/1.435%
WHSH(TV) Marlborough (Boston), Mass. ☐ Ch.66 ☐ Ind. ☐ 6/1.16%
KHSX(TV) Irving (Dallas-Fort Worth), Tex. ☐ Ch.49 ☐ Ind. ☐ 8/.96%
KHSH(TV) Alvin (Houston), Tex. ☐ Ch.67 ☐ Ind. ☐ 11/.79%
WQHS(TV) Cleveland ☐ Ch.61 ☐ Ind. ☐ 12/.775%
WYHS(TV) Hollywood (Miami-Fort Lauderdale), Fla. ☐ Ch.69 ☐ Ind. ☐ 15/.7%
WBHS(TV) Tampa (Tampa-St. Petersburg), Fla. ☐ Ch.50 ☐ Ind. ☐ 16/.675%
WHSW(TV) Baltimore ☐ Ch.24 ☐ Ind. ☐ 22/.525%

HSN Communications Inc., Newark, N.J., is wholly owned by the Home Shopping Network Inc. NYSE. Officer: Roy M. Speer, chairman and CEO.

6. FOX (5)

(7 stations/18.635%)

WNYW(TV) New York ☐ Ch.5 ☐ Fox ☐ 1/7.35%
KTTV(TV) Los Angeles ☐ Ch.11 ☐ Fox ☐ 2/5.32%
WFLD(TV) Chicago ☐ Ch.32 ☐ Fox ☐ 3/1.635%
WTTG(TV) Washington ☐ Ch.5 ☐ Fox ☐ 7/1.94%
KDAF(TV) Dallas (Dallas-Fort Worth) ☐ Ch.33 ☐ Fox ☐ 8/.96%
KRIV(TV) Houston ☐ Ch.26 ☐ Fox ☐ 11/.79%
KSTU(TV) Salt Lake City ☐ Ch.13 ☐ Fox ☐ 42/.64%

Fox Television Stations Inc., Los Angeles. Officers: Rupert Murdoch, chairman; Greg Nathanson, president.

7. CHRIS CRAFT INDUSTRIES (7)

(7 stations/10.78%)

KCOP(TV) Los Angeles ☐ Ch.13 ☐ Ind. ☐ 2/5.32%
KBHK-TV San Francisco (San Francisco-Oakland-San Jose) ☐ Ch.44 ☐ Ind. ☐ 5/1.205%
KMSP-TV Minneapolis (Minneapolis-St. Paul) ☐ Ch.9 ☐ Ind. ☐ 13/1.5%
KUTP(TV) Phoenix ☐ Ch.45 ☐ Ind. ☐ 20/.555%
KPTV(TV) Portland, Ore. ☐ Ch.12 ☐ Ind. ☐ 27/.92%
KMOL-TV San Antonio, Tex. ☐ Ch.4 ☐ NBC ☐ 41/.64%
KTVX(TV) Salt Lake City ☐ Ch.4 ☐ ABC ☐ 42/.64%

Chris Craft Industries Inc., New York. NYSE. Herbert J. Siegel, chairman and president.

8. UNIVISION STATION GROUP (8)

(9 stations/10.59%)

WXTV(TV) Paterson (New York), N.J. ☐ Ch.41 ☐ Uni. ☐ 1/3.675%
KMEX-TV Los Angeles ☐ Ch.34 ☐ Uni. ☐ 2/2.66%
KDTV(TV) San Francisco (San Francisco-Oakland-San Jose) ☐ Ch.14 ☐ Uni. ☐ 5/1.205%
KUVN(TV) Garland (Dallas-Fort Worth), Tex. ☐ Ch.23 ☐ Uni. ☐ 8/.96%
WLTV(TV) Miami (Miami-Fort Lauderdale) ☐ Ch.23 ☐ Uni. ☐ 15/.7%
KTVW-TV Phoenix ☐ Ch.33 ☐ Uni. ☐ 20/.555%
KWEX-TV San Antonio, Tex. ☐ Ch.41 ☐ Uni. ☐ 41/.32%
KLUZ-TV Albuquerque, N.M. ☐ Ch.41 ☐ Uni. ☐ 52/.275%
KFTV(TV) Hanford (Fresno-Visalia), Calif. ☐ Ch.21 ☐ Uni. ☐ 59/.24%

Univision Station Group, New York, is part of Univision Holdings Inc. Officers: Joaquin Blaya, president, station group.

9. GANNETT BROADCASTING (10)

(10 stations/10.305%)

WLVI-TV Cambridge (Boston), Mass. ☐ Ch.56 ☐ Ind. ☐ 6/1.16%
WUSA(TV) Washington ☐ Ch.9 ☐ CBS ☐ 7/1.94%
WXIA-TV Atlanta ☐ Ch.11 ☐ NBC ☐ 10/1.59%
KARE(TV) Minneapolis (Minneapolis-St. Paul) ☐ Ch.11 ☐ NBC ☐ 13/1.5%
KPNX-TV Mesa (Phoenix), Ariz. ☐ Ch.12 ☐ NBC ☐ 20/1.11%
KUSA-TV Denver ☐ Ch.9 ☐ ABC ☐ 21/1.1%
KOCO-TV Oklahoma City ☐ Ch.5 ☐ ABC ☐ 44/.62%
WFMY-TV Greensboro (Greensboro-Winston Salem-High Point), N.C. ☐ Ch.2 ☐ CBS ☐ 48/.57%
WTLV(TV) Jacksonville, Fla. ☐ Ch.12 ☐ NBC ☐ 54/.51%
KVUE-TV Austin, Tex. ☐ Ch. 24 ☐ ABC ☐ 68/.205%

Gannett Broadcasting, division of Gannett Co. Inc., Washington. NYSE. Officers: John J. Curley, chairman and CEO. Radio holdings: 7 AM and 8 FM. KIIS-AM-FM Los Angeles and KSDO-AM-FM San Diego; WDAE(AM)-WUSA-FM Tampa, Fla.; WGCI-AM-FM Chicago; KCMO-AM-FM Kansas City and KUSA(AM)-KSD-FM St. Louis, both Missouri, and KOAI(FM) Denton, KKBQ(AM) Houston and KKBQ(FM) Pasadena, all Texas. Gannett also publishes 85 daily newspapers and 1 national daily, *USA Today*.

10. GROUP W (11)

(5 stations/9.89%)

KYW-TV Philadelphia ☐ Ch.3 ☐ NBC ☐ 4/2.87%
KPIX(TV) San Francisco (San Francisco-Oakland-San Jose) ☐ Ch.5 ☐ CBS ☐ 5/2.41%
WBZ-TV Boston ☐ Ch.4 ☐ NBC ☐ 6/2.32%
KDKA-TV Pittsburgh ☐ Ch.2 ☐ CBS ☐ 17/1.24%
WJZ-TV Baltimore ☐ Ch.13 ☐ ABC ☐ 22/1.05%

Westinghouse Broadcasting Co. (Group W), wholly owned subsidiary of Westinghouse Electric Co., New York. NYSE. Officers: Burton B. Staniar, chairman and CEO; William Korn, president, Group W Television. Radio holdings: 9 AM and 8 FM. WCPT(AM) Alexandria, Va.; WBZ(AM) Boston; WMAQ(AM) Chicago; WLLZ(FM) Detroit; KILT-AM-FM Houston; KFWB(AM)-KTWV(FM) Los Angeles; WINS (AM) and WNEW-FM New York; KYW(AM) and WMMR(FM) Philadelphia; KDKA(AM) Pittsburgh; KFBK(AM)-KGBY(FM) Sacramento, Calif.; KQXT(FM) San Antonio, Tex., and WCXR-FM Woodbridge, Va. Television producer: Group W Productions. Satellite: Group W Satellite.

11. TELEMUNDO GROUP (12)

(6 stations/9.35%)

WNJU(TV) Linden (New York), N.J. ☐ Ch.47 ☐ Tel. ☐ 1/3.675%
KVEA(TV) Corona (Los Angeles), Calif. ☐ Ch.52 ☐ Tel. ☐ 2/2.66%
KSTS(TV) San Jose (San Francisco-Oakland-San Jose), Calif. ☐ Ch.48 ☐ Tel. ☐ 5/1.205%
KTMD(TV) Galveston (Houston), Tex. ☐ Ch.48 ☐ Tel. ☐ 11/.79%
WSCV(TV) Fort Lauderdale (Miami-Fort Lauderdale), Fla. ☐ Ch.51 ☐ Tel. ☐ 15/.7%
KVDA(TV) San Antonio, Tex. ☐ Ch.60 ☐ Tel. ☐ 42/.32%

Telemundo Group Inc., New York. Officers: Saul P. Steinberg, chairman and CEO; Donald M. Travis, president, station group.

12. GILLETT HOLDINGS (9)

(9 stations/9.305%)

WSBK-TV Boston ☐ Ch.38 ☐ Ind. ☐ 6/1.16%
WJBK-TV Detroit ☐ Ch.2 ☐ CBS ☐ 9/1.87%
WAGA-TV Atlanta ☐ Ch.5 ☐ CBS ☐ 10/1.59%
WJW-TV Cleveland ☐ Ch.8 ☐ CBS ☐ 12/1.55%
WTVT(TV) Tampa (Tampa-St. Petersburg), Fla. ☐ Ch.13 ☐ CBS ☐ 16/1.35%
KNSD(TV) San Diego ☐ Ch.39 ☐ NBC ☐ 25/.495%
WITI-TV Milwaukee ☐ Ch.6 ☐ CBS ☐ 28/.83%
KSBY-TV San Luis Obispo (Santa Barbara-Santa Maria-San Luis Obispo), Calif. ☐ Ch.6 ☐ NBC ☐ 109/.23%
KSBW(TV) Salinas (Salinas-Monterey), Calif. ☐ Ch.8 ☐ NBC ☐ 111/.23%

Gillett Holdings Inc., Denver. Officer: George N. Gillett Jr., chairman. Radio holdings: 1 AM, 1 FM. KBIZ(AM)-KTWA(FM) Ottumwa, Iowa.

13. SCRIPPS HOWARD (15)

(10 stations/8.675%)

WXYZ-TV Detroit ☐ Ch.7 ☐ ABC ☐ 9/1.87%
WEWS(TV) Cleveland ☐ Ch.5 ☐ ABC ☐ 12/1.55%
WFTS(TV) Tampa (Tampa-St. Petersburg), Fla. ☐ Ch.28 ☐ Fox ☐ 16/.675%
KNXV-TV Phoenix ☐ Ch.15 ☐ Fox ☐ 20/.555%
WMAR-TV Baltimore ☐ Ch.2 ☐ NBC ☐ 22/1.05%
KSHB-TV Kansas City, Mo. ☐ Ch.41 ☐ Fox ☐ 29/.415%
WCPO-TV Cincinnati ☐ Ch.9 ☐ CBS ☐ 30/.83%
WMC-TV Memphis ☐ Ch.5 ☐ NBC ☐ 39/.65%
WPTV(TV) West Palm Beach (West Palm Beach-Ft. Pierce-Vero Beach), Fla. ☐ Ch.5 ☐ NBC ☐ 46/.6%
KJRH(TV) Tulsa, OK ☐ Ch.2 ☐ NBC ☐ 58/.48%

Scripps Howard Broadcasting Co., owned by E.W. Scripps Co., Cincinnati. NYSE. Officers: Jack R. Howard, chairman; Richard J. Janssen, president and CEO. Radio holdings: 2 AM and 3 FM. WBSB(FM) Baltimore; KUPL-AM-FM Portland, Ore., and WMC-AM-FM Memphis, Tenn. Cable: 9 systems, over 613,000 subscribers. E.W. Scripps also publishes 19 daily newspapers and 6 weekly or twice-weekly newspapers.

14. COX ENTERPRISES (13)

(7 stations/8.535%)

WSB-TV Atlanta ☐ Ch.2 ☐ ABC ☐ 10/1.59%
WSOC-TV Charlotte, N.C. ☐ Ch.9 ☐ ABC ☐ 31/.81%
WHIO-TV Dayton, Ohio ☐ Ch.7 ☐ CBS ☐ 53/.54%
WKBD(TV) Detroit ☐ Ch.50 ☐ Fox ☐ 9/.935%
KTVU(TV) Oakland (San Francisco-Oakland-San Jose), Calif. ☐ Ch.2 ☐ Fox ☐ 5/2.41%
WFTV(TV) Orlando (Orlando-Daytona Beach-Melbourne), Fla. ☐ Ch.9 ☐ ABC ☐ 23/1.01%
WPXI(TV) Pittsburgh ☐ Ch.11 ☐ NBC ☐ 17/1.24%

Cox Enterprises Inc., Atlanta. Officers: James C. Kennedy, chairman and CEO; Nicholas D. Trigony, president, broadcasting division. Radio holdings: 5 AM and 8 FM. WSB-AM-FM Atlanta; WSOC-FM Charlotte, N.C.; WHIO(AM)-WHKO(FM) Dayton, Ohio; WCKG(FM) Elmwood Park (Chicago), Ill.; KFI(AM)-KOST(FM) Los Angeles; WIOD(AM)-WFLC(FM) Miami and WSUN(AM)-WWRM(FM) St. Petersburg, both Florida, and KLRX(FM) Dallas. Cable: 24 systems, 1.688 million subscribers. Newspapers: 17 dailies.

15. PINELANDS (15)

(1 station/7.35%)

WWOR-TV Secaucus (New York), N.J. ☐ Ch.9 ☐ Ind. ☐ 1/7.35%

Pinelands Inc., Secaucus, N.J. NYSE. Lawrence P. Fraiberg, chairman; Michael B. Alexander, president.

16. HEARST BROADCASTING (16)

(6 stations/6.81%)

WCVB-TV Boston ☐ Ch.5 ☐ ABC ☐ 6/2.32%
WTAE-TV Pittsburgh ☐ Ch.4 ☐ ABC ☐ 17/1.24%
WBAL-TV Baltimore ☐ Ch.11 ☐ CBS ☐ 22/1.05%
WISN-TV Milwaukee ☐ Ch.12 ☐ ABC ☐ 28/.83%
KMBC-TV Kansas City, Mo. ☐ Ch.9 ☐ ABC ☐ 29/.83%
WDTN(TV) Dayton, Ohio ☐ Ch.2 ☐ ABC ☐ 51/.54%

Hearst Broadcasting Group, division of Hearst Corp., New York. Officers: John G. Conomikes, VP, general manager of broadcasting. Radio holdings: 3 AM and 3 FM. WBAL(AM)-WIYY(FM) Baltimore; WISN(AM)-WLTQ(FM) Milwaukee, and WTAE(AM)-WVTY(FM) Pittsburgh. Hearst Corp.

also publishes 12 daily newspapers and 12 magazines.

17. A.H. BELO (17)

(5 stations/5.78%)

WFAA-TV Dallas (Dallas-Fort Worth) ☐ Ch.8 ☐ ABC ☐ 8/1.92%
KHOU-TV Houston ☐ Ch.11 ☐ CBS ☐ 11/1.58%
KXTV(TV) Sacramento (Sacramento-Stockton), Calif. ☐ Ch.10 ☐ CBS ☐ 19/1.14%
WVEC-TV Hampton (Norfolk-Portsmouth-Newport News-Hampton), Va. ☐ Ch.13 ☐ ABC ☐ 38/.66%
KOTV(TV) Tulsa, Okla. ☐ Ch.6 ☐ CBS ☐ 58/.48%

A.H. Belo Corp., Dallas. NYSE. Officers: Robert W. Decherd, chairman; James P. Sheehan, president/CEO; Ward L. Huey Jr., president of broadcast division. A.H. Belo publishes 8 daily newspapers.

18. DISNEY (18)

(1 station/5.32%)

KHJ-TV Los Angeles ☐ Ch.9 ☐ Ind. ☐ 2/5.32%

Walt Disney Co., Los Angeles. NYSE. Officers: Michael Eisner, chairman; Frank Wells, president/CEO.

19. GREAT AMERICAN (‡)

(6 stations/5.24%)

WTSP-TV St. Petersburg (Tampa-St. Petersburg) ☐ Ch.10 ☐ ABC ☐ 16/1.35%
KTSP-TV Phoenix ☐ Ch.10 ☐ CBS ☐ 20/1.11%
WDAF-TV Kansas City, Mo. ☐ Ch.4 ☐ NBC ☐ 29/.83%
WKRC-TV Cincinnati ☐ Ch. 12 ☐ ABC ☐ 30/.83%
WGHP-TV High Point (Greensboro-Winston Salem-High Point), N.C. ☐ Ch.8 ☐ ABC ☐ 48/.57%
WBRC-TV Birmingham, Ala. ☐ Ch.6 ☐ ABC ☐ 50/.55%

Great American Broadcasting, subsidiary of Great American Communications Co., Cincinnati. NASDAQ. Officers: John P. Zanotti, president, TV group. Radio Holdings: 5 AM and 10 FM. WRIF(FM) Detroit; WKLS(FM) Atlanta; WXTB(FM) Clearwater, Fla.; KBPI(FM) Denver; KEX(AM)-KKRZ(FM) Portland, Ore.; WDAF(AM)-KYYS(FM) Kansas City, Mo.; WLZR-AM-FM Milwaukee; KSEG(FM) Sacramento; WKRC(AM)-WKRQ(FM) Cincinnati; WTVN(AM)-WLVQ(FM) Columbus, Ohio.

20. PROVIDENCE JOURNAL (20)

(9 stations/4.928%)

KING-TV Seattle (Seattle-Tacoma) ☐ Ch.5 ☐ NBC ☐ 14/1.5%
KGW-TV Portland, Ore. ☐ Ch.8 ☐ NBC ☐ 27/.92%
WCNC-TV Charlotte, N.C. ☐ Ch.36 ☐ NBC ☐ 31/.405%
WHAS-TV Louisville, Ky. ☐ Ch.11 ☐ CBS ☐ 45/.6%
KGSW-TV Albuquerque, N.M. ☐ Ch.14 ☐ Fox ☐ 52/.275%
***KHNL(TV) Honolulu ☐ Ch.13 ☐ Fox 71/.388%**
KMSB(TV) Nogales (Tucson), Ariz. ☐ Ind. ☐ Ch.11 ☐ 78/.34%
KREM-TV Spokane, Wash. ☐ Ch.2 ☐ CBS ☐ 80/.34%
KTVB(TV) Boise, Idaho ☐ Ch.7 ☐ NBC ☐ 142/.16%

* According to Nielsen, September 1991.

Providence Journal Broadcasting Corp., owned by Providence Journal Co., Providence, R.I. Officers: Jack C. Clifford, VP broadcasting and cable TV. Cable: 27 systems with 790,000 subscribers. Newspapers: Providence Journal-Bulletin.

21. PARAMOUNT (19)

(6 stations/4.885%)

WTXF-TV Philadelphia ☐ Ch.29 ☐ Fox ☐ 4/1.435%
WDCA-TV Washington ☐ Ch.20 ☐ Ind. ☐ 7/.985%
KTXA(TV) Fort Worth (Dallas-Fort Worth) ☐ Ch.21 ☐ Ind. ☐ 8/.96%
KTXH(TV) Houston ☐ Ch.20 ☐ Ind. ☐ 11/.79%
WLFL-TV Raleigh (Raleigh-Durham), N.C. ☐ Ch.22 ☐ Fox ☐ 32/.395%
KRRT(TV) Kerrville (San Antonio), Tex. ☐ Ch.35 ☐ Fox ☐ 41/.32%

Paramount Communications Inc., New York. NYSE. Officer: Martin S. Davis, chairman and CEO. Owns Simon and Schuster and Prentice-Hall book publishers.

22. POST-NEWSWEEK (‡)

(4 stations/4.79%)

WDIV(TV) Detroit ☐ NBC ☐ 9/1.87%
WPLG(TV) Miami (Miami-Fort Lauderdale) ☐ ABC ☐ 15/1.4%
WFSB(TV) Hartford (Hartford-New Haven), Ct. ☐ CBS ☐ 24/1.01%
WJXT(TV) Jacksonville, Fla. ☐ CBS ☐ 54/.51%

Post-Newsweek Stations Inc., subsidiary of Washington Post Co., Washington. Officers: G. William Ryan, president. The Washington Post Co. publishes the Washington Post, the Everett (Wash.) Herald, Newsweek magazine, and has one-third interest in the International Herald Tribune in Paris. It owns Post-Newsweek Cable, which operates 53 cable systems.

23. LIN BROADCASTING (‡)

(7 stations/4.69%)

KXAS-TV Fort Worth (Dallas-Fort Worth), Tex. ☐ Ch.5 ☐ NBC ☐ 8/1.92%
WISH-TV Indianapolis ☐ Ch.8 ☐ CBS ☐ 26/.93%
WOTV(TV) Grand Rapids, Mich. ☐ Ch.8 ☐ NBC ☐ 37/.67%
WAVY(TV) Portsmouth (Norfolk-Portsmouth-Newport News-Hampton), Va. ☐ Ch.10 ☐ NBC ☐ 38/.66%
KXAN-TV Austin, Tex. ☐ Ch.36 ☐ NBC ☐ 68/.205%
WAND(TV) Decatur, Ill. ☐ Ch.17 ☐ ABC ☐ 76/.18%
WANE-TV Fort Wayne, Ind. ☐ Ch.15 ☐ CBS ☐ 102/.125%

LIN Broadcasting Corp., Kirkland, Wash. NASDAQ. Officers: Tom Alberg, president. Cellular telephone interests in 96 markets.

24. GAYLORD (‡)

(4 stations/4.625%)

KTVT(TV) Fort Worth-Dallas, Tex. ☐ Ch.11 ☐ Ind. ☐ 8/1.92%
KHTV(TV) Houston ☐ Ch.39 ☐ Ind. ☐ 11/.79%
KSTW(TV) Tacoma-Seattle, Wash. ☐ Ch.11 ☐ Ind. ☐ 14/1.5%
WVTV(TV) Milwaukee ☐ Ch.18 ☐ Ind. ☐ 28/.415%

Gaylord Broadcasting Co., subsidiary of Oklahoma Publishing Co., Oklahoma City. Officers: Edward L. Gaylord, chairman, James R. Terrell, president. Radio holdings: 2 AM and 1 FM. WKY(AM) Oklahoma City and WSM-AM-FM Nashville. Operates Nashville Network, and owns cable systems in Tennessee and California. Publishes the *Daily Oklahoman* and the *Sunday Oklahoman*.

25. Multimedia (‡)

(5 stations/4.25%)

WKYC-TV Cleveland ☐ Ch.3 NBC ☐ 12/1.55%
KSDK(TV) St. Louis ☐ Ch.5 ☐ NBC ☐ 18/1.21%
WLWT(TV) Cincinnati ☐ Ch.5 NBC ☐ 30/.83%
WBIR-TV Knoxville ☐ Ch.10 NBC ☐ 62/.46%
WMAZ-TV Macon, Ga. ☐ Ch.13 ☐ CBS ☐ 120/.2%

Multimedia Broadcasting Co., St. Louis. NASDAQ. Officers: J. William Grimes, vp/corporate group executive for broadcasting. Radio holdings: 4 AM and 4 FM. WMAZ(AM)-WAYS(FM) Macon, Ga.; KEEL(AM)-KITT(FM) Shreveport, La.; WFBC-AM-FM Greenville and WORD(AM) Spartanburg, both South Carolina; WEZW(FM) Wauwatosa (Milwaukee), Wis. Cable: Over 100 systems. Video production company: Multimedia Entertainment. Publishes 12 daily and 49 nondaily newspapers.

‡ New to chart

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- ☐ TV/Independent
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- ☐ Radio Network
- ☐ Cable TV Operation
- ☐ Radio/TV/Cable Service Organization
- ☐ Manufacturer of Radio/TV/Cable Equipment
- ☐ Advertising Agency
- ☐ Advertiser
- ☐ Library/University/Student
- ☐ Attorney/Gov't/Trade Organization
- ☐ Other (please describe) ____________

2. What best describes your title? (Check one)

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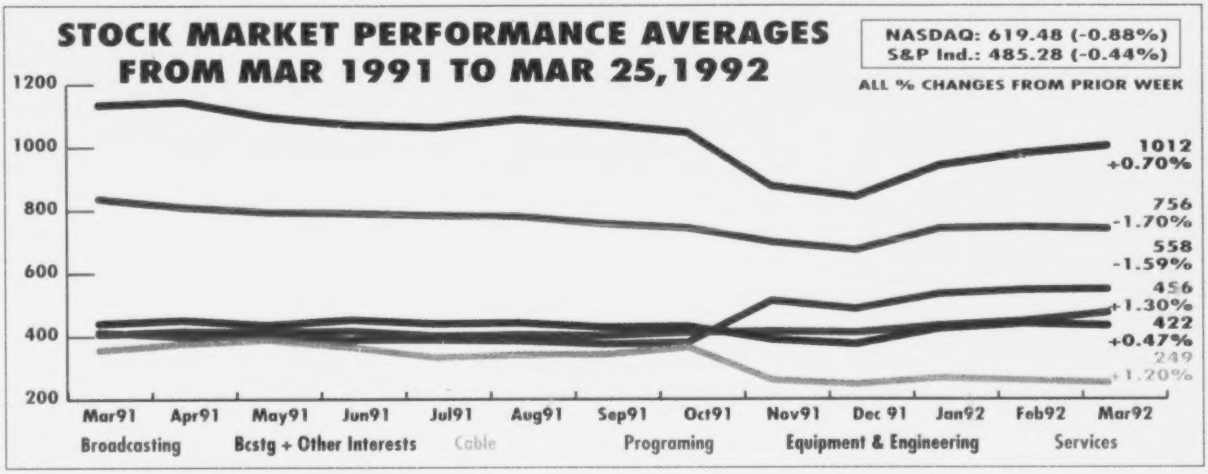
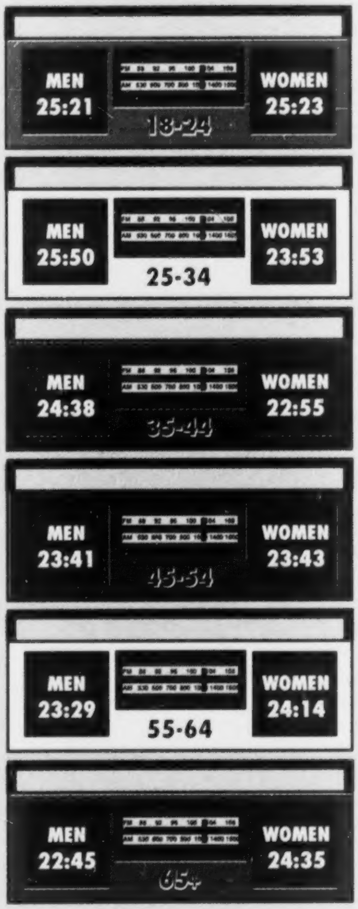
- ☐ Vice President
- ☐ Director/Manager
- ☐ General Manager
- ☐ General Sales Manager
- ☐ Station Manager
- ☐ Program Director
- ☐ News Director
- ☐ Chief Engineer/Technician
- ☐ Other (please describe) ____________

Broadcasting's By The Numbers


STOCK MARKET PERFORMANCE AVERAGES FROM MAR 1991 TO MAR 25,1992

NASDAQ: 619.48 (-0.88%)
S&P Ind.: 485.28 (-0.44%)
ALL % CHANGES FROM PRIOR WEEK

TIME SPENT LISTENING IN HOURS & MINUTES BY AGE


MEN 25:21
WOMEN 25:23
18-24
MEN 25:50
WOMEN 23:53
25-34
MEN 24:38
WOMEN 22:55
35-44
MEN 23:41
WOMEN 23:43
45-54
MEN 23:29
WOMEN 24:14
55-64
MEN 22:45
WOMEN 24:35
65+

Source: Interep Radio Store

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,984	232	5,216
Commercial FM	4,605	1,010	5,615
Educational FM	1,518	320	1,838
Total Radio	**11,107**	**1,562**	**12,669**
Commercial VHF TV	557	15	572
Commercial UHF TV	581	168	749
Educational VHF TV	123	5	128
Educational UHF TV	234	9	243
Total TV	**1,495**	**197**	**1,692**
VHF LPTV	438	154	592
UHF LPTV	772	859	1,631
Total LPTV	**1,210**	**1,013**	**2,223**
FM translators	1,884	358	2,242
VHF translators	2,517	74	2,591
UHF translators	2,316	386	2,702

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

Despite published reports to the contrary, **a Fox spokesman said former Fox Chairman Barry Diller will not be overseeing a project for Fox as executive producer.** "Barry has no deal with Fox," said the spokesman. "Diller has an interest in taking an undefined role in a project he created while at Fox that he personally cares about. He doesn't plan to be an executive producer. He doesn't know what if any involvement he'll have, but it is not what he plans to do for a living in the future."

NBC continues to jettison veteran series; it passed on renewing ***Golden Girls*** last week. NBC apparently refused to give Disney more than a 13-episode commitment. The **show will move to CBS next season** after that network agreed to the license fee and made a 22-episode order. At the same time, NBC has renewed several shows including *Empty Nest,* which got a two-year, 52-episode order, *Nurses* and *Unsolved Mysteries*. The network is also putting the finishing touches on a renewal for *Quantum Leap,* with a deal expected this week.

In other renewals last week, **ABC gave a 22-episode order to Disney for *Dinosaurs* and CBS will have the services of *Knots Landing* for another year.** ABC also announced several scheduling moves: *Room for Two* moves to Wednesday, 9-9:30, while *Sibs* returns to the same night at 9:30-10. Both moves are effective April 15.

CBS News said it will launch its new overnight news show, *Up to the Minute* today (March 30) with 80% coverage of the U.S. By comparison, *Nightwatch* was getting only 60% clearance before being canceled last year. *CBS Evening News* anchor Dan Rather will make an appearance on the broadcast tonight to discuss the election campaigns. The broadcast will air live from 2-6 a.m., with anchors Monica Gayle and Russ Mitchell, both tapped from local news ranks. Gayle is from KNSD-TV San Diego and Mitchell is from KMOV-TV St. Louis. Stations signing up have to take at least two hours of the show, said a CBS News spokeswoman, and will split the advertising time in the program with the network. Affiliates are funding the show indirectly through their cash contributions to CBS News Net, the network's affiliate news service. CBS figures there are roughly 8 national rating points to be had during the wee hours, about 4 of which can be collected by news shows. NBC and ABC already have similar programs on the air.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 15. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.8/223/98
2. Jeopardy!	12.7/213/97
3. Star Trek	12.6/245/98
4. Oprah Winfrey Show	11.3/221/98
5. Entertainment Tonight	8.3/187/98
5. Married...With Children	8.3/175/94
7. Current Affair	7.9/175/94
8. Cosby Show	7.3/205/97
9. Inside Edition	7.1/129/87
9. Wheel Of Fortune-wknd	7.1/184/90
11. Donahue	7.0/223/98
12. Hard Copy	6.1/171/92
12. Sally Jessy Raphael	6.1/208/98
14. WKRP in Cincinnati	5.6/236/98
15. Entertainment Tonight-wknd	5.0/189/95
15. Love Connection	5.0/168/91

The NBC-TV affiliates meeting begins this Wednesday in Los Angeles. Affiliate Board Chairman Eric Bremner said that "programing will be a very high topic of concern and activity," with daytime and Saturday morning receiving particular attention. Station news directors are still uncertain how much of a news break they will be given in *Saturday Today*. Other topics to be discussed may include the outlook for NBC's PPV Olympics this summer.

Greg Chapados, chief aide to Senator Ted Stevens (R-Alaska), has apparently prevailed in the competition to succeed Janice Obuchowski

CARLSON PICKED TO HEAD CPB

Former Voice of America Director Ambassador Richard Carlson has been elected president-CEO of the Corporation for Public Broadcasting. Carlson, a three-time Emmy Award-winning journalist and currently U.S. ambassador to the Seychelles, served the second-longest tenure of a VOA director in its 50-year history, from 1986 to July of last year.

Carlson will assume the presidency in mid-July, succeeding Donald Ledwig, who announced last September he would not seek re-election. Carlson said he looked forward to serving with "a very intelligent, bipartisan" board and acknowledged that from a political standpoint, the position at CPB, as at VOA, will be difficult. "I'm going to work to mend some political fences on the Hill," he said. "I'm interested in hearing what they have to say." **-JS**

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APR 6

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- ☐ HOUSE STALLS ON CABLE BILL / 4
- ☐ CBS, ABC UNVEIL DEVELOPMENT SLATES / 26
- ☐ ADVERTISERS FINDING LESS TV TO BUY / 40

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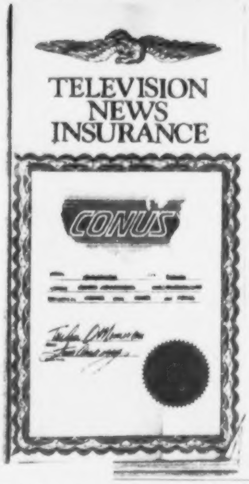

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SPECIAL REPORT
HE TWO SIDES OF TV
ADVERTISING

This Week

Beer, wine ad warnings debated (p. 11)

CABLE STALL / 4

Cable reregulation, held up in the House Telecommunications Subcommittee last week, appears to be on its way to passage.

THIS LABEL'S FOR YOU... / 11

The issue of health warnings in TV-radio beer and wine ads came before a Senate committee, where members expressed concern about First Amendment violations.

SWEPT OUTSIDE / 26

Kids' viewing declined during the February sweeps versus a year ago. One observer blamed the weak numbers on warm winter weather.

CONNECTED IN N.Y. / 36

New York cable operators unveiled an interconnect ad service, set to launch Oct. 1 under the broadcast-like moniker WNYI, that will reach 3.5 million households.

SCI-FI BUY / 37

USA Network purchased the Sci-Fi Channel at a cost estimated at over $75 million.

NO SWETZ AT KATZ / 38

Katz Communications last week announced the resignation of Ken Swetz, president of the Katz Radio Group, and his replacement by former Katz executive Gordon Hastings.

GRP DROP / 40

Part of the reason for weak TV revenue may lie in gross rating point declines for network and spot television since 1985, which more than offset increases for cable and syndication.

PAC LIST / 43

Cable PAC's contributed over $300,000 to the re-election campaigns of House members last year. Rep. Matthew Rinaldo (R-N.J.) led the PAC pack at $21,642.

FUJI ON PAS / 46

Fuji TV Japan has signed up for a full-time transponder on PAS-I, enabling it to deliver video from Europe to Japan.

SPECIAL REPORT: ADVERTISING / 48

CAB's Thomas McKinney and TVB's Ave Butensky, in a joint interview, discuss TV advertising.

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SCI
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A NETWORK

USA completes purchase of Sci-Fi Channel (p. 37)

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DISNEY DEALS KCAL-TV TO PINELANDS

Definitive agreement would create 6th VHF combination in New York and L.A.

By Geoffrey Foisie, Mike Freeman and John Gallagher

Is Disney getting out of the TV station business or expanding its station portfolio? The answer was not clear following last week's agreement combining the operation and ownership of WWOR-TV New York and KCAL-TV Los Angeles. The definitive agreement would give Disney 45% ownership of WWOR-TV parent company Pinelands, to which Disney would contribute KCAL-TV. The two-station group would take in roughly $275 million in revenue, $40 million in cash flow and would cover 12-2/3% of all TV households, making the enlarged Pinelands the seventh largest group owner, just after Fox.

Disney would be the largest shareholder of Pinelands and would nominate four of the nine-member board. The merger agreement also gives it special voting influence over proposed acquisitions above a certain amount.

The 10% decline in Pinelands' stock price the day after the announcement suggests that some investors think Disney's 45% constitutes negative control of Pinelands, effectively blocking anyone else from bidding for the group owner. But the merger agreement apparently indicates that in the case of an outside offer, Disney would, as in other matters, have to vote its Pineland shares either "...as recommended by the Pinelands board or proportionately with the public stockholders." And Ed Hatch, who follows Pinelands for UBS securities, said the New York-Los Angeles combination makes Pinelands a more attractive acquisition candidate than before.

Pinelands had already had discussions with most of the likley merger candidates, according to Pinelands Chairman and CEO Larry Fraiberg

Broadcasting's Ratings Week ▨ Mar 23-29

	ABC	CBS	NBC	FOX
MONDAY	9.0/15	18.2/29	12.5/20	NO PROGRAMING
8:00	62. FBI: Untold Str. 9.7/16	14. Evening Shade 16.0/26	20. Fresh Prince 15.1/24	
8:30	48. Amer Detective 10.8/17	12. Major Dad 16.3/25	26. Blossom 14.0/22	
9:00	75. ABC Theatre—Neil Simon's Broadway Bound 8.4/14	4. Murphy Brown 19.3/29	24. Cheers 14.3/22	
9:30		6. Designg Wmn 18.6/29	38. Seinfeld 12.7/20	
10:00		3. Northern Exposure 19.6/34	67. Night Court 9.3/16	
10:30				
TUESDAY	16.4/27	12.3/20	11.2/18	NO PROGRAMING
8:00	9. Full House 17.0/27	30. Rescue: 911 13.8/22	40. In the Heat of the Night 12.4/19	
8:30	5. Home Improvmt 19.2/30			
9:00	1. Roseanne 23.8/37	45. CBS Tuesday Movie—Quiet Killer 11.5/19	50. Law and Order 10.6/16	
9:30	7. Room for Two* 18.3/29			
10:00	57. Civil Wars 10.1/18		50. Reasonable Doubts 10.6/19	
10:30				
WEDNESDAY	10.6/18	12.7/21	13.5/22	NO PROGRAMING
8:00	40. Wonder Years 12.4/21	64. Davis Rules 9.5/16	9. Unsolved Mysteries 17.0/28	
8:30	42. Doogie Howser 11.8/19	71. Brooklyn Bridge 9.0/15		
9:00	49. The Young Indiana Jones Chronicles 10.7/17	35. Jake and the Fatman 13.0/21	21. Seinfeld 15.0/24	
9:30			38. Night Court 12.7/20	
10:00	71. Homefront 9.0/16	16. 48 Hours 15.8/28	62. Quantum Leap 9.7/17	
10:30				
THURSDAY	10.0/17	10.6/17	15.0/24	12.2/19
8:00	65. ABC Thursday Night Movie—Best Friends 9.4/15	52. NCAA Basketball Championship 10.5/17	31. Cosby 13.6/22	22. Simpsons 14.8/24
8:30			28. A Diffrnt World 13.9/22	52. Drexell's Class 10.5/17
9:00			9. Cheers 17.0/26	42. Beverly Hills 90210 11.8/18
9:30			28. Wings 13.9/22	
10:00	46. Primetime Live 11.2/20	69. NCAA Basketball Championship 9.2/19	17. L.A. Law 15.7/27	
10:30				
FRIDAY	14.6/26	10.2/19	8.7/15	6.5/11
8:00	23. Family Matters 14.5/26	55. NCAA Basketball Championship 10.3/19	70. World Figure Skating 9.1/16	78. America's Most Wanted 8.0/14
8:30	26. Step By Step 14.0/24			
9:00	37. Dinosaurs 12.8/22		67. I'll Fly Away 9.3/16	89. Hidden Video 5.2/9
9:30	47. Baby Talk 10.9/19			90. Hidden Video 2 4.6/8
10:00	8. 20/20 17.7/32		79. Nightmare Cafe 7.6/14	
10:30		73. NCAA Bskt Chp 9.6/18		
SATURDAY	7.7/14	11.1/21	11.4/21	7.3/13
8:00	81. Who's the Boss? 7.3/13	37. NCAA Basketball Championship 12.8/23	44. Golden Girls 11.6/21	76. Cops 8.3/15
8:30	80. Billy 7.5/13		57. Powers That Be 10.1/18	61. Cops 2 9.9/18
9:00	84. Perfect Strang. 6.0/10		32. Empty Nest 13.5/23	87. Marilyn: Something's Got to Give 5.4/10
9:30	81. Growing Pains 7.3/13	65. CBS Saturday Movie—The Dream Team 9.4/18	36. Nurses 12.9/23	
10:00	73. The Commish 8.9/17		57. 1st Person with Maria Shriver 10.1/20	
10:30				
SUNDAY	13.8/22	17.1/27	8.9/15	8.8/14
7:00	77. Life Goes On 8.2/14	2. 60 Minutes 21.2/35	54. World Figure Skating 10.4/17	87. True Colors 5.4/9
7:30				84. Parker Lewis 6.0/10
8:00	17. Am Fun Hme Vid 15.7/24	19. Murder, She Wrote 15.3/23		55. Roc 10.3/16
8:30	33. Am Fun People 13.3/20			24. In Living Color 14.3/21
9:00	13. ABC Sunday Night Movie—Something to Live For: The Alison Gertz Story 16.2/26	14. CBS Sunday Movie—Highway Heartbreaker 16.0/25	81. NBC Sunday Night Movie—Coupe de Ville 7.3/12	34. Married w/Chldn 13.2/20
9:30				57. Herman's Head 10.1/16
10:00				86. Sunday Comics 5.5/9
10:30				
WEEK'S AVGS	11.8/20	13.4/22	11.5/19	8.7/14
SSN. TO DATE	12.1/20	13.9/23	12.4/20	8.0/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

TV SPOTS: LESS SUPPLY TO DEMAND

BROADCASTING analysis of gross rating points shows network and spot declines likely to continue

By Sharon D. Moshavi

The weak increases in television industry revenue over recent years are not simply a matter of changing advertiser attitudes and smaller pocketbooks. As research by BROADCASTING reveals, television is offering less product to buy.

Despite an increase in commercial units and the growth of cable, national television gross rating points have declined in the last five years. The next five years may continue that decline, according to BROADCASTING estimates (see chart).

Total television commercial time, measured in 30-second units, increased 88% from 1980 to 1985, and 42% from 1985 to 1990. That did not translate to continued GRP growth (defined as annual average rating times number of spots). GRP's did increase 4.3% from 1980 to 1985, but reverted back to 1980 levels in 1990.

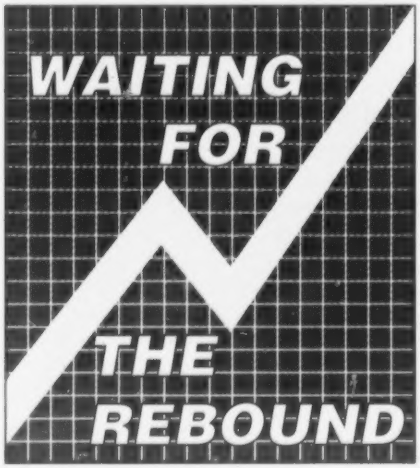
The GRP decline seems to be largely a result of ratings declines in two of the four categories: network and spot television and unit declines in the latter. Although cable and syndication ratings and units have increased, they have not been enough to offset a decline in total television viewing levels. According to Nielsen Television Index, household TV viewing decreased from 50 hours in 1985 to 48 hours and 29 minutes in 1990.

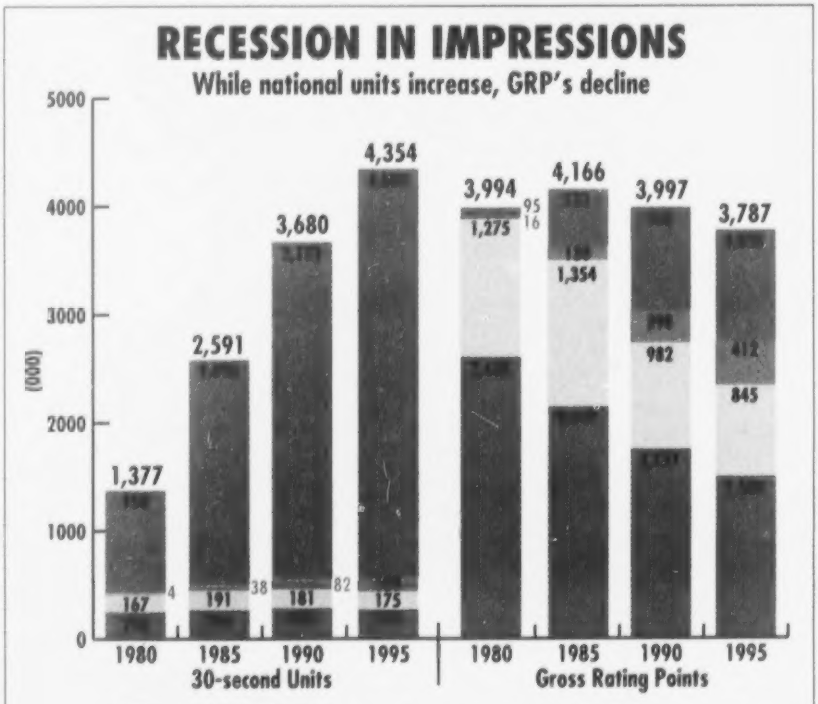
Network television has had the most consistent GRP decline, down 17.5% from 1980 to 1985 and decreasing another 18.2% in another five years. Network ratings were the sole reason for the GRP decline, as they decreased throughout the decade, a total of 28% from 1980 to 1990. During that time period, the networks increased commercial units 15%, helping maintain revenue growth.

Spot television GRP's, on the rise until the middle of the 1980's, have declined 27% since 1985, not only due to lower network affiliate ratings, but also a reduction in 30-second units set aside for national spot. BROADCASTING tabulates that spot units decreased by 5% from 1985 to 1990. The reasons appear to be twofold: an increase

Continues on page 42.

Fourth in a five-part series




RECESSION IN IMPRESSIONS

While national units increase, GRP's decline

Note: Syndication numbers include Fox. Figures are BROADCASTING estimates, which make use of data provided by Arbitron, Nielsen, Wilkofsky & Gruen, ASTA, CAB, TVB, CBS, MTV.

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KCAL(TV) Norwalk (Los Angeles), Calif. □ Sold by Walt Disney Corp. to Pinelands Inc. in exchange for stock for estimated value of $200 to $210 million (see "Top of the Week"). KCAL is independent on ch. 9 with 141 kw visual, 28.2 kw aural and antenna 3,184 feet above average terrain.

WRVA(AM)-WRVQ(FM) Richmond, Va., and WRBQ-AM-FM St. Petersburg-Tampa, Fla. □ Sold by Edens Broadcasting to Clear Channel Communications for $18.5 million. Sale of stations last year, with WWDE-FM Hampton (Norfolk), Va., to Force II Communications for $28 million did not close ("Changing Hands," March 4, 1991). **Seller** is headed by Gary Edens, and is also licensee of WWDE-FM Hampton (Norfolk), Va.; KOY-AM-FM Phoenix, and KKLQ-AM-FM San Diego. **Buyer** is headed by L. Lowry Mays, and recently purchased WPTY-TV Memphis. ("Changing Hands," Feb. 3). Clear Channel is licensee of eight AM's, eight FM's and six TV's. WRVA is fulltimer with AC format on 1140 khz and 50 kw. WRVQ has CHR format on 94.5 mhz with 200 kw and antenna 455 feet above average terrain. WRBQ(AM) is fulltimer with contemporary hit format on 1380 khz with 5 kw. WRBQ-FM has CHR format on 104.7 mhz with 100 kw and antenna 555 feet above average terrain. *Broker: Blackburn & Company Inc.*

WSTC(AM)-WQQQ(FM) Stamford, Conn. □ Sold by Chase Broadcasting of Stamford Inc. to Q Broadcasting for $4.15 million. **Seller** is subsidiary of Chase Communications, headed by Roger M. Freedman and Arnold Chase, and recently sold WPTY-TV to Clear Channel Communications for $21 million (see WRVA[AM]-WRVQ[FM] Richmond, Va., above). Chase is also licensee of three AM's, three FM's and five TV's. **Buyer** is headed by Stuart Subotnick, who is also executive vice president of Metromedia Co. WSTC is fulltimer with AC, news-talk format on 1400 khz and 1 kw. WQQQ has oldies format on 96.7 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Frank Boyle & Co.*

WIIM-TV Iron Mountain, Mich. (Green Bay-Appleton, Wis.) □ Sold by John R. Powley to Danny Hood Evangelistic Association for $500,000. Terms: $50,000 cash at closing and $450,000 10-year promissory note at 10%. **Seller** has no other broadcast interests. **Buyer** is headed by Danny Hood, and has no other broadcast interests. WIIM-TV is independent on ch. 8 with 316 kw visual, 63 kw aural and antenna 1,000 feet above average terrain.

KQST(FM) Sedona, Ariz. □ Sold by American Aircasting Corp. to Rocket Radio Corp. for $495,000. **Seller** is headed by Alma C. and Dick Gilbert, wife and husband. Dick Gilbert is former disc jockey and station owner. **Buyer** is headed by John L. Low Jr., and has no other broadcast interests. KQST has AC format on 100.1 mhz with 500 w and antenna 751 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$162,000** □ **2**
FM's □ **$635,000** □ **3**
AM-FM's □ **$22,820,000** □ **3**
TV's □ **$205,000,000** □ **1**
Total □ **$228,617,000** □ **9**

1992 to Date:

AM's □ **$12,454,255** □ **40**
FM's □ **$46,170,546** □ **58**
AM-FM's □ **$54,510,089** □ **28**
TV's □ **$231,783,000** □ **13**
Total □ **$344,917,890** □ **139**

For 1991 total see Jan. 27, 1992 Broadcasting.

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Dick Beesemyer and Frank Kalil

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TV SPOTS

Continued from page 40

in local units sold and syndication's move away from cash to barter deals, taking away units that were once sold as spot television.

Syndication commercial units and GRP's grew dramatically throughout the 1980's, thanks to the increase in syndicated product and the increased use of barter as well as the creation of the Fox network. Although syndication remains the smallest of the four national advertising categories, it exhibited the most growth in GRP's, growing 129% in the last half of the 1980's. Units rose 115% during that time period.

Cable television GRP's and units have grown significantly, due mostly to the increasing number of channels, rather than ratings gains by individual networks. GRP's grew 80% from 1985 to 1990, and the number of available units increased nearly 50%.

The year 1995 will also bring changes in the fortunes of the four categories. On the network side, increased concern from advertisers about clutter is likely to bring the commercial load down slightly, and another 10% decline in overall network ratings is forecast as well, conspiring to further lower network GRP's. The spot market is also expected to continue its shrinkage in both units and ratings, due to continued affiliated station ratings declines and loss of additional units to barter syndication. Not included in this estimate is erosion that may come from spot cable. Technological changes will help spot cable become a factor in coming years (see page 52).

Syndication, on the other hand, is expected to continue its GRP growth, through expansion into new dayparts, mainly prime time, and through growth from Fox as it expands from five to seven nights. Cable will continue its GRP and unit growth as well, due not so much to increased ratings by individual channels but to the addition of a handful of new advertising-supported channels.

The chart projects that in 1995, the number of units will actually pass the number of GRP's. Thus, the proliferation of channels will not just erode network ratings, but will cause slower growth for the other categories, including existing cable networks. ■

Next week: conclusion.

TV REVENUE UP IN FEBRUARY

Total television revenue was up in February, according to an unaudited survey of more than 200 stations by the Television Bureau of Advertising. The Olympics provided a big boost, with affiliate revenue up 12.6%; local up 16.5%, and national up 7.8%. Distortion from the Olympics was also revealed by the fact that companies with few CBS affiliates did worse than the average. Gannett, for instance, said television revenue in February was up 7%, Pulitzer said broadcasting revenue was up 4%, while Multimedia said revenue declined almost 1%.

Independent TV stations also had lower revenue for February despite comparisons with war-affected February 1991. Local revenue was down 3.4% for independents, while national was down 0.4%, for a total decline of 2.1%. Total revenue for all reporting TV stations was up 13%, while national and regional spot was up 6.4%, for a total gain of 10.1%. Compared with two years ago, February's local numbers were higher, in nominal dollars, while spot was still lower.

NETWORKS TO FUND TEST OF OUT-OF-HOME VIEWING

By Steve McClellan

For the first time, ABC, CBS and NBC are jointly funding a Nielsen-conducted research project that will document out-of-home viewing throughout the broadcast day. While the networks hope the project will lead to reporting of out-of-home viewing on a regular basis in the Nielsen Television Index, some ad agency executives contacted last week questioned the need or even the validity of including out-of-home data in what has traditionally been an in-home-only measurement service.

The survey, based on a randomly selected sample of 3,500 viewers nationwide, will measure out-of-home viewing in October and November. Viewers will complete a one-week diary of their viewing both inside and outside the home.

The final report, to be mailed to all NTI customers next February, will provide so-called total viewing to in-home ratings indexes for all network programs. For example, if the survey determines that 5% of the total viewing of *The Cosby Show* comes from out-of-home viewing, then the index for that program would be 105.

According to NTA President Peter Chrisanthopoulos, the networks hope to get Nielsen to measure out-of-home viewing on a quarterly basis. He said that roughly 20 million viewers a week are out-of-home television viewers, and with network audiences declining, and a stagnant advertising economy, the networks are making every effort to identify uncounted television viewers.

What impact, if any, the out-of-home survey will have on the rates advertisers pay is unclear. Agency executives contacted last week were skeptical about the need and value of such data. "They are grasping at straws," said Jon Mandel, senior vice president of national broadcast. "I'd rather see them spend their money looking at commercial ratings, not program ratings. That's the real issue."

Betsy Frank, executive vice president, Saatchi & Saatchi, said that periodically the networks will serve up special-order data on particular shows, such as *Monday Night Football* or *Late Night with David Letterman*, where out-of-home viewing is a factor. "We've taken such data into account," she said. "But now you're talking about giving it the same credibility and weight as in-home viewing, and I think that is a significant leap of faith. There are a lot of unknowns about viewing outside the home, and it would be premature to say we would want or accept that information as part of the verified audience." ■

CABLE INDUSTRY PACS A PUNCH ON HILL

Political action committees contributed more than half a million dollars to lawmakers last year; representatives received $321,313; senators, $274,149

By Harry A. Jessell

The political action committees of the National Cable Television Association and several cable companies last year contributed $321,313 to the re-election campaigns of members of the House of Representatives, according to filings with the Federal Elections Commission.

The House is considering legislation that would reregulate cable (see story, "Top of the Week"), and the industry fears that the chamber may use the Senate's S. 12 as its model. Approved last January by a 73-18 vote, S. 12 is viewed by cable as unduly harsh in the degree of its regulation.

The cable PAC's last year also gave $274,149 to senators, bringing their total congressional contributions for 1991 to $595,462.

Included in the consolidated cable figures are the PAC's of the National Cable Television Association, Tele-Communications Inc., Turner Broadcasting System, Cablevision, Comcast, Viacom, Storer and Time Warner. NCTA gave the most: $366,400. Time Warner was a distant second, handing out $66,500.

Much of the House money went to members of the Energy and Commerce Committee and its Telecommunications Subcommittee, who oversee communications issues and will take the first cuts at any legislation. They received $163,363 from the cable PAC's.

Matthew Rinaldo of New Jersey, the ranking Republican on the Telecommunications Subcommittee, was the top recipient of cable PAC money, taking in $21,642.

Federal law limits PAC contributions to $5,000 per campaign (primary, general and any run-off).

PAC's are often only the tip of the campaign-giving and influence-buying iceberg. Congressmen and federal candidates vying for their seats may accept contributions of up to $1,000 per campaign from individuals. Some lawmakers who have refused PAC money, like House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), have no problem amassing sizable campaign war chests through individual contributions.

Cable executives are generous individual contributors. House Energy and Commerce member Edolphus Towns (D-N.Y.), for instance, received more than $20,000 at a New York fundraiser last June hosted by Time Warner.

House Telecommunications Subcommittee member Bill Richardson (D-N.M.), who has emerged as a key supporter in the battle over cable legislation in the subcommittee, accepted $2,750 last December from four top executives of Tele-Communications Inc.—J.C. Sparkman, Robert Thomson, Fred Vierra and James Carlson. ■

WHO GOT HOW MUCH FROM CABLE PAC'S

Amounts members of the House Energy and Commerce Committee received from the cable PAC's:

Barton, Joe (R-Tex)	**$10,000**
Bilirakis, Michael (R-Fla.)	**3,000**
Bliley, Thomas (R-Va.)	**11,000**
Bruce, Terry (D-Ill.)	**1,400**
Bryant, John (D-Tex.)	**5,000**
Callahan, Sonny (R-Alaska)	**2,500**
Collins, Cardiss (D-Ill.)	**750**
Dingell, John (D-Mich.)	**6,250**
Eckart, Dennis (D-Ohio)	**4,000**
Fields, Jack (R-Tex.)	**3,471**
Hall, Ralph (D-Tex.)	**1,500**
Harris, Claude (D-Ala.)	**1,500**
Holloway, Clyde (R-La.)	**500**
Kostmayer, Peter (D-Pa.)	**2,000**
Lehman, Richard (D-Calif.)	**500**
Lent, Norman (R-N.Y.)	**6,500**
Manton, Thomas (D-N.Y.)	**6,500**
McMillan, Alex (R-N.C.)	**1,500**
McMillen, Thomas (D-Md.)	**5,500**
Moorhead, Carlos (R-Calif.)	**7,000**
Oxley, Michael (R-Ohio)	**2,500**
Richardson, Bill (D-N.M.)	**6,000**
Rinaldo, Matthew (R-N.J.)	**21,642**
Ritter, Donald (R-Pa.)	**6,850**
Rowland, J. Roy (D-Ga.)	**2,500**
Schaefer, Daniel (R-Colo.)	**7,000**
Scheuer, James (D-N.Y.)	**6,000**
Sharp, Phil (D-Ind.)	**1,500**
Sikorski, Gerry (D-Minn.)	**1,000**
Slattery, Jim (D-Kan.)	**2,000**
Studds, Gerry (D-Mass.)	**500**
Swift, Al (D-Wash.)	**8,000**
Tauzin, Billy (D-La.)	**1,000**
Towns, Ed (D-N.Y.)	**6,500**
Upton, Fred (R-Mich.)	**3,000**
Waxman, Henry (D-Calif.)	**6,000**
Wyden, Ron (D-Ore.)	**1,000**

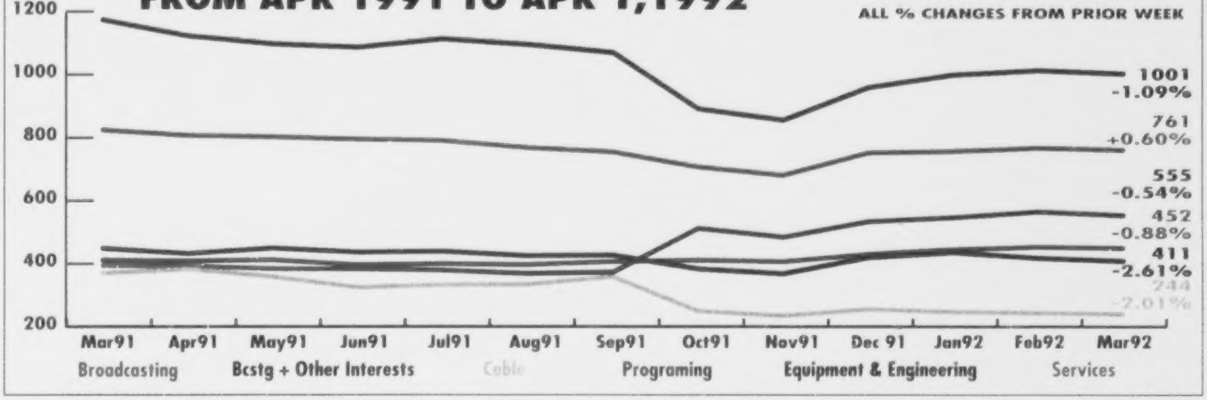
Note: Totals represent the consolidated contributions by the NCTA PAC and the company PAC's of Turner, TCI, Time Warner, Cablevision, Comcast, Viacom and Storer.

Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM APR 1991 TO APR 1,1992

NASDAQ: 602.09 (-2.81%)
S&P Ind.: 481.30 (-0.83%)

ALL % CHANGES FROM PRIOR WEEK



TOP 10 NETWORK ADVERTISERS FOR 1991 (000)

Rank	Advertiser	Amount
1	GM	$527,832
2	P&G	$515,610
3	P. Morris	$390,155
4	Johnson & Johnson	$239,823
5	Kellogg	$236,569
6	Ford	$217,456
7	Pepsico	$204,572
8	Sears	$187,875
9	Chrysler	$176,182
10	Toyota	$173,665

Source: Arbitron Company

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,984	232	5,216
Commercial FM	4,605	1,010	5,615
Educational FM	1,518	320	1,838
Total Radio	**11,107**	**1,562**	**12,669**
Commercial VHF TV	557	15	572
Commercial UHF TV	581	168	749
Educational VHF TV	123	5	128
Educational UHF TV	234	9	243
Total TV	**1,495**	**197**	**1,692**
VHF LPTV	438	154	592
UHF LPTV	772	859	1,631
Total LPTV	**1,210**	**1,013**	**2,223**
FM translators	1,884	358	2,242
VHF translators	2,517	74	2,591
UHF translators	2,316	386	2,702

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

In a surprise move, **Twentieth Television** put Fox Broadcasting Co.'s *Cops* on the syndication block, signing a rare two-year, straight cash licensing deal with WNBC-TV New York. A Twentieth spokeswoman said the NBC O&O has committed 7 p.m. to *Cops*, replacing Tribune Entertainment's *Now It Can Be Told* next fall.

Jack Rollins resigned as co-executive producer of NBC's *Late Night with David Letterman*, effective April 30.

Palmer Communications Inc. rejected last year's estimated $70 million proposal by Hughes Broadcasting Partners II Ltd. to buy **WHO-AM-TV Des Moines, Iowa, and KFOR-TV Oklahoma City** ("Changing Hands," Nov. 18, 1991), and is **taking the stations off the market.**

The FCC is investigating Saga Communications-owned WNOR(FM) Norfolk for an April Fool's Day hoax. Apparently, the station broadcast that Mount Trashmore—a landfill in Norfolk—was going to blow up because of a methane buildup. The broadcasts led to complaints from local police departments, whose lines were flooded with calls. The Virginia Beach Emergency Communications Division subsequently determined no emergency existed and tried unsuccessfully to get the station to stop the broadcasts. Reportedly, the station continued the broadcasts until a police request. Shortly after, the morning team admitted they knew of the complaints and made a public apology. The station, according to the FCC's Norfolk Field Office, could be facing a $25,000 fine or, more drastically, loss of license. Saga said it has suspended the station's general manager, program director and the four morning team personalities.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 22. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	14.1/218/98
2.	Jeopardy!	12.0/208/94
3.	Oprah Winfrey Show	10.9/213/97
4.	Star Trek	9.9/244/98
5.	Entertainment Tonight	8.5/186/96
6.	Married...With Children	8.3/173/96
7.	Current Affair	7.9/174/93
8.	Warner Bros. Vol. 28	7.2/125/93
9.	Cosby Show	7.1/201/94
10.	Donahue	6.8/220/97
11.	Inside Edition	6.5/127/92
12.	Sally Jessy Raphael	6.3/205/97
13.	Hard Copy	6.0/166/91
14.	Wheel Of Fortune-wknd	5.9/136/88
15.	WKRP in Cincinnati	5.7/232/96

1991 PEABODY WINNERS CHOSEN

The University of Georgia College of Journalism and Mass Communication announced the winners of its annual George Foster Peabody Awards for distinguished service to broadcasting and cable. The awards will be presented June 1 during the Broadcast Pioneers luncheon at the Waldorf-Astoria, New York.

- The radio winners: National Public Radio for coverage of the Clarence Thomas confirmation hearings, *Horizons* and *The Case Against Women: Sexism in the Court*; KCRW(FM) Santa Monica, Calif., and NPR for *Joe Frank: Work in Progress*; WNCN-FM New York, for *New York City Musicbox;* Zouk Productions and American Public Radio for *The Miles Davis Radio Project*.
- The TV winners: WRAL-TV Raleigh, N.C., for environmental reporting; KSTP-TV St. Paul for *Who's Watching the Store?*; NBC News for *Brian Ross Reports on BCCI;* CBS News for *60 Minutes: Friendly Fire;* KTLA-TV Los Angeles, for *Rodney King: Videotaped Beating;* Cable News Network for coverage of the Soviet coup; CBS-TV and Shukovsky Productions for *Murphy Brown*; HBO Sports and Black Canyon Productions for *When It Was a Game;* Falahey-Austin Street Productions for *I'll Fly Away* and *Northern Exposure*; WNET-TV New York for *Dance in America: Everybody Dance Now!*; NBC Productions in association with Carson Productions and Cardboard Shoe Productions for *Late Night with David Letterman;* HBO for *America Undercover: Heil Hitler! Confessions of a Hitler Youth;* Lucky Duck Productions for Nickelodeon and MTV Networks for *Nickelodeon Special Edition: It's Only Television;* Turner Multimedia for *Coup D'Etat: The Week That Changed the World;* Central Independent Television, Nottingham, England, PBS and WETA-TV Washington for *Soviets: Red Hot;* ABC News and NHK, Japan, for *Pearl Harbor: Two Hours That Changed the World;* Discovery Channel for *People of the Forest: The Chimps of Gombe;* KARK-TV Little Rock, Ark., for *Arkansas' Timebomb: Teen Pregnancy;* Armed Forces Radio and Television on its 50th anniversary; CBS Sports for *The Masters*.

A Personal Award goes to Peggy Charren, founder of Action for Children's Television, for her commitment to improving children's television for 25 years.

Sales of Cannell Distribution's off-network drama, *Wiseguy*, have been completed with ABC O&O KGO-TV San Francisco and extended with WWOR-TV New York, which triggered the show early this season despite its slated premiere in fall 1992.

Group W Productions has proclaimed its half-hour romance strip, ***That's Amore*, a firm go for a fall 1992 premiere,** with production slated to begin in July in Los Angeles. To date, sales of the Italian-based game show format have surpassed 70% U.S. coverage.

Radio-Television News Directors Association President **David Bartlett wrote to** House Telecommunications Subcommittee Chairman **Edward Markey last week to complain about the subcommittee's decision to exclude C-SPAN cameras from the subcommittee cable bill markup** (see page 4).

Westwood One reported a net loss of $7.24 million, or 42 cents

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APR 13

Broadcasting®

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❑ **EXCLUSIVE: BROADCASTING'S 1991 PROFITS FOR THE BIG THREE / 4**

❑ **CABLE BILL PASSES FIRST HOUSE HURDLE / 6**

❑ **SATURDAY MORNING THIS FALL: ABC, CBS OUTLINE PLANS / 24**

Kitty Kelley.

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NAB '92

Top of the Week

HDTV: TOO CLOSE FOR COMFORT?

Commission's five-year 'HDTV or bust' plan gets bad review from broadcasters; FCC also proposes 15-year time period for total HDTV conversion, seeks comments on simulcasting proposals of 100% and 50%

By Joe Flint

Broadcasters blasted the FCC's decision last week to give TV stations only five years to broadcast in HDTV once the agency green lights a standard and makes the extra channels available.

With those goals expected to be met next year, broadcasters would likely have to be on the air with HDTV by 1998. Initial eligibility for HDTV frequencies, the FCC again said, will be limited to existing broadcasters for those first five years.

One irate group owner said the FCC's action "puts enormous capital demand on the industry without new revenue sources. They have taken one giant step backward. If this is part of the FCC's attic-to-basement review, the first step was in the basement."

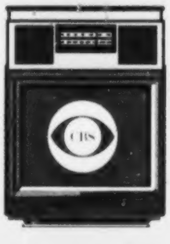
If the 1993 goal of establishing an HDTV standard or a final table of HDTV allotments (whichever comes last) is met, the FCC proposed that broadcasters be allowed 15 years to totally convert to HDTV and turn in their current channels.

The cost of implementing an HDTV channel over several years has been estimated to be between $5 million and $12 million per station (see box, Page 14).

Reaction from the broadcasting industry ranged from skepticism to anger. Julian Shepard, general counsel of the Association for Maximum Service Television, said "this is not a per-

Continues on page 14.

BIG THREE'S '91 FINANCIAL RESULTS ADVERTISE A BAD YEAR

		Revenue (000)	*% chg from 90*	*Profit (000)*	*% chg from 90*
	Radio Networks	$149,000	4%	$38,900	13%
	Radio Stations	$169,200	-4%	$34,700	-33%
	TV Network	$2,630,000	1%	$120,000	-51%
	Owned TV's	$765,000	-5%	$399,000	-10%
	Video Enterprises	$616,500	10%	$123,500	17%
	Total Broadcast	$4,329,700	1%	$716,100	-19%
	**Radio Networks**	$62,000	3%	$500	-75%
	Radio Stations	$183,600	-3%	$29,400	-16%
	TV Network	$2,388,300	-7%	($439,300)	NM
	Adjusted TV Network	$2,388,300		($153,300)	NM
	Owned TV's	$401,100	-8%	$140,100	-15%
	Total Broadcast	$3,035,000	-7%	($271,300)	NM
	TV Network	$2,531,000	-5%	($50,000)	NM
	Adjusted TV Network	$2,531,000		($30,000)	NM
	Owned TV's	$555,000	-7%	$219,000	-15%
	Cable	$35,000	NM	($15,000)	NM
	Total Broadcast	$3,121,000	-4%	$154,000	-56%

By Geoffrey Foisie

BROADCASTING's annual revenue and profit breakdown for the three largest broadcast groups reveals a generally dismal year: With revenue of $10.5 billion and operating income from ongoing operations of $600 million, the big three had a combined operating margin of under 6%, the worst in at least 20 years.

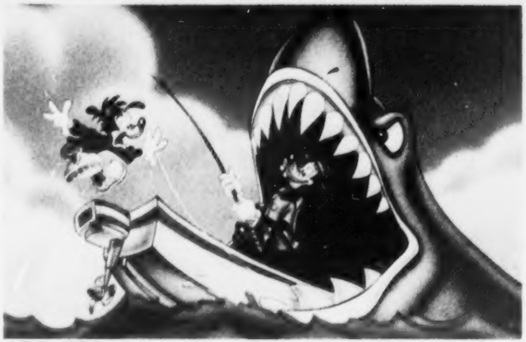
ABC became the number-one billing TV network in 1991—surpassing NBC—and was the only network to show an operating profit.

Once again the big three proved good at holding down costs, with overall expenses up 3.8%, barely above inflation.

Much of the poor network profit results can be attributed to losses on professional sports. CBS lost almost $90 million this year on its football and baseball telecasts; ABC $50 million in

Continues on page 16.

This Week



ABC, CBS announce their Saturday morning slates, with 'Goof Troop' (ABC) among the new entrants (p. 24)

HDTV FAST TRACK / 4

Broadcasters are balking at an FCC requirement calling for a five-year timeframe for switching over to HDTV.

KIDS' LINEUP / 24

ABC will add three new shows to its Saturday morning schedule and CBS four. Recent films inspired three new entries: *The Addams Family* (ABC), *Fievel's American Tails* (CBS) and *Disney's The Little Mermaid* (CBS).

CAB FARE / 32

The day is close at hand when a local cable system and a broadcast station will combine their sales efforts, attendees at the Cable Advertising Bureau conference were told.

HARD CHOICES FOR RADIO / 34

The radio broadcast data system, which enables the digital transmission of information to FM receivers, has broadcasters pondering a dilemma: should they embrace the technology now, or wait for a standard that accommodates AM?

LICENSE LIMBO / 37

There was no clear indication at last week's Senate Copyright hearing of where members will eventually stand on compulsory license repeal. Their uncertainty suggests that further Senate action is unlikely this year.

NAB's Eddie Fritts on convention eve: long on the long-term (p. 56)

TELCO-CABLE PLAYING FIELD / 41

A new Rand study recommends that telephone companies receive the same regulatory treatment as cable operators if they enter the video delivery business.

AD FUTURES / 44

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FCC Chairman Alfred Sikes and NAB President Eddie Fritts take the long view on broadcasting.

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SIKES FLOATS TV DEREG OPTIONS

By Harry A. Jessell

FCC Chairman Alfred Sikes got the ball rolling last week on television deregulation, circulating among the other commissioners options—ranked from most to least deregulatory—for relaxing TV's national multiple ownership, local duopoly and one-to-a-market rules, according to FCC sources.

Chief among the "most deregulatory" options was the one to double the national multiple ownership cap from 12 to 24 stations, the sources said.

It was unclear what would happen to the coverage cap (25% of all TV homes) under the option and the higher caps for minorities (14 stations and 30%).

A duopoly option would permit a single VHF-UHF combination in markets with a full complement of network affiliates and a certain number of independents, the sources said. Another option would permit co-owned stations that are closer together by allowing some overlap of grade B contours, while continuing to prohibit grade A overlap.

The one-to-a-market rule, already weakened by a liberal 1988 waiver policy, prohibits common ownership of television and radio in the same market. The three options: (1) repeal the rule; (2) permit AM-TV crossownership; (3) permit AM-FM-TV crossownership.

The options are more moderate than those that led to substantial relaxation of the radio national and local ownership restrictions last month. The modest approach may be a response to the strong negative reaction to the new radio rules on Capitol Hill (See "Closed Circuit").

"Reaction to the radio issue was in anticipation of the TV issue," NAB President Eddie Fritts said. "It may be a shot across the bow."

Sikes hopes to turn the options into specific proposals at the FCC's open meeting in May or June. ■

BIG 3'S 91 FINANCES

Continued from page 4.

sports overall, and NBC probably a similar amount. But other network divisions lost money as well, in part because of the direct costs and lost revenue from Gulf War news coverage.

The network revenue results (see chart) would have been even worse if not for contributions from foreign programing sales and other ancillary revenue. The ABC television network, for example, actually had lower billings, but the inclusion, for the first time, of results from its WTN subsidiary raised network division revenue.

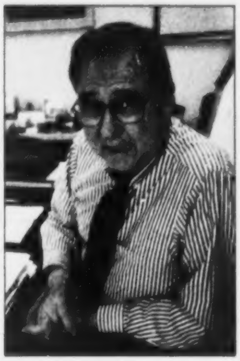
A weakened economy, particularly at the local level, affected the owned TV and radio stations. Radio stations, which are especially dependent on local revenue, were hurt most, with profits declining at both ABC and CBS.

For the radio networks, revenue was actually up, although CBS profits were hurt by war coverage and rights fees. The owned-TV-station groups had margins of 35% (CBS); 39% (NBC), and 52% (Capital Cities/ABC).

A non-advertising revenue source—ESPN's NFL surcharge to cable operators—helped Capital Cities/ABC's Video Enterprises division show a healthy increase in revenue and profits. As a result, the division earned more in 1991 than the ABC television network.

Editor's note: In the chart on page 4, television network revenue is net of agency commission and may include international, home video, color-insertion and ancillary revenue. Owned-TV stations revenue does not include compensation from TV networks. Adjusted TV network profits exclude that portion of "reserves" taken last year against losses expected to occur in 1992 and 1993 from professional sports telecasts. For CBS, this future reserve is $286 million pre-tax; for NBC it is estimated to be $20 million. NBC now reports profit, but no revenue, from WKYC-TV Cleveland, in which it sold the majority ownership in December 1990. NBC profit excludes $105 million gain on sale of Columbia Home Video. NBC began reporting revenue for CNBC in June of this year, after purchasing the remaining outstanding stake in the basic cable network. The ABC TV network began reporting the results of Worldwide Television News in late 1990 after increasing ownership stake to 80%. Broadcast segment profits for Capcities/ABC and NBC each include roughly $50 million of non-cash merger-related goodwill "expense" that accounting rules require, but which are included here to give a better picture of operating profit. Some percentage changes may not correspond to previously reported totals due to changes in methodology. ■

DESALES STREET



Beginning an occasional column of reflection from BROADCASTING's headquarters on Washington's DeSales Street, aptly named for Saint Francis de Sales, the patron saint of writers and journalists.

This publication has always been adamant in its opposition to industry codes of any sort, reasoning—accurately—that whatever the industry can do voluntarily the government can mandate as law. That's exactly what happened with the time standards of the old—now outlawed—National Association of Broadcasters code, later held to be anticompetitive by the Justice Department. Our opposition to such intrusions, on First Amendment as well as other grounds, remains total. So don't let the editorial page read this page.

But what if the FCC decided on its own to set limits on the number of commercials? Would programing be enhanced by having fewer than 36 commercials in a two-hour movie? Would the public interest be served by having more than 22 minutes of news in the evening news? Would radio sound better with fewer than 300 spots a day?

We don't have the answers to those esthetic questions, but we do know there'd be a quantum change in the Fifth Estate. Enough, perhaps, to turn the industry around. For the cruel fact is that radio and TV are awash in a sea of inventory that threatens to swamp them both.

First there was the 1980's increase in stations, each new entry contributing to inventory by a factor of roughly 18 hours a day times seven days a week times 12 spots an hour. ■ In radio, of course, there was 80-90, adding hundreds of stations to an already crowded aural spectrum. ■ Then the networks increased their inventories by scheduling into the night and before the dawn. ■ Then came the 15-second spot, compounding the explosion in inventory introduced by the 30-second spot. ■ Then came cable, further fragmenting the marketplace with its own massive spot inventory. ■ Compounding all this has been the erosion in ratings for both network and spot, resulting—as this publication reported last week—in a net reduction in GRP.

And if all that weren't enough, here comes digital compression.

We put this conundrum to Ralph Becker, a principal in Television Station Partners (six television stations) who cares deeply—and seriously—about the business. "This industry doesn't understand the basic law of supply and demand," Ralph declared. "When demand for time slows down, you should cut inventory and raise the rates."

That's how the government pushed ABC into being a true third network by passing the Prime Time Access Rule, which reduced the number of time slots in which all the networks had to compete against each other and—by reducing spot inventory—increased the value of everyone's time. It was a flagrant violation of the First Amendment and an unconstitutional intrusion into the broadcaster's programing discretion, and it made everybody rich.

Ralph went on to suggest that what television needs is some sort of summit conference of owners to deal with the real problems that face the industry—"How To Avoid Doing Business As Usual In a Time of Revolutionary Change." Not on the agenda: how affiliates can squeeze another minute out of the Masters. On: how to come to grips with an inventory epidemic. It sounds good to us, although—the antitrust laws being what they are—it might take a platoon of lawyers to fend off Justice (or bail everybody out).

Better to let the FCC do it.

We'd oppose it, of course. ■

Don West

Broadcasting's Ratings Week ■ Mar 30-Apr 5

	ABC	CBS	NBC	FOX
MONDAY	27.3/42	10.5/16	9.9/15	NO PROGRAMING
8:00	4. Barbara Walters Special 19.3/31	31. Evening Shade 12.7/19	27. Fresh Prince 13.1/20	
8:30		39. Major Dad 12.1/18	42. Blossom 11.6/17	
9:00	1. Academy Awards 29.8/50	49. Murphy Brown 11.1/16	72. NBC Monday Night Movie—The Chase 8.6/13	
9:30		65. Designg Wmn 9.3/14		
10:00		68. Northern Exposure 8.9/14		
10:30				
TUESDAY	16.6/27	13.1/21	12.8/21	NO PROGRAMING
8:00	8. Full House 17.5/28	13. David Copperfield Special 15.8/24	29. In the Heat of the Night 13.0/20	
8:30	6. Home Improvmt 18.6/28			
9:00	2. Roseanne 23.6/36	41. CBS Tuesday Movie—The Price She Paid 11.7/19	33. Law and Order 12.6/20	
9:30	7. Room for Two 18.0/28			
10:00	52. Civil Wars 10.8/19		30. Dateline NBC* 12.9/23	
10:30				
WEDNESDAY	11.5/19	11.6/19	13.7/23	NO PROGRAMING
8:00	37. Wonder Years 12.3/20	62. Davis Rules 9.8/16	9. Unsolved Mysteries 17.4/28	
8:30	24. Doogie Howser 13.2/21	75. Brooklyn Bridge 7.9/13		
9:00	44. The Young Indiana Jones Chronicles 11.5/18	22. Jake and the Fatman 13.3/21	21. Seinfeld 13.9/22	
9:30			44. Dear John 11.5/18	
10:00	53. Homefront 10.3/18	33. 48 Hours 12.6/22	49. Quantum Leap 11.1/20	
10:30				
THURSDAY	11.1/18	11.4/19	13.0/21	12.3/20
8:00	60. Columbo 10.0/16	47. Top Cops 11.3/19	31. Cosby 12.7/21	22. Simpsons 13.3/22
8:30			19. A Diffrnt World 14.0/23	65. Drexell's Class 9.3/15
9:00		55. Street Stories 10.2/16	13. Cheers 15.8/25	24. Beverly Hills 90210 13.2/21
9:30			15. Wings 15.0/23	
10:00	24. Primetime Live 13.2/23	33. Knots Landing 12.6/22	53. L.A. Law 10.3/18	
10:30				
FRIDAY	15.2/27	6.8/12	8.9/16	6.9/12
8:00	18. Family Matters 14.4/26	87. Hammer, From the Heart 6.2/11	55. Matlock 10.2/18	79. Fox Movie Special—Live! From Death Row 6.9/12
8:30	19. Step By Step 14.0/25			
9:00	27. Dinosaurs 13.1/23	78. Tequila and Bonetti 7.5/13	62. I'll Fly Away 9.8/17	
9:30	49. Baby Talk 11.1/20			
10:00	5. 20/20 19.2/35	80. Top Cops 6.8/12	80. Nightmare Cafe 6.8/12	
10:30				
SATURDAY	8.3/15	16.4/30	9.6/17	9.4/17
8:00	82. Who's the Boss? 6.6/12	18.NCAA Basktball 14.5/27	42. Golden Girls 11.6/21	70. Cops 8.7/16
8:30	77. Billy 7.6/13	10. NCAA Basketball Championship—Duke vs. Indiana 16.8/30	57. Powers That Be 10.1/18	57. Cops 2 10.1/18
9:00	86. Perfect Strang. 6.4/11		36. Empty Nest 12.4/22	65. America's Most Wanted 9.3/16
9:30	70. Growing Pains 8.7/15		75. AFI Life Achievement Award 7.9/14	
10:00	57. The Commish 10.1/19			
10:30				
SUNDAY	9.7/16	17.3/28	8.3/14	9.0/15
7:00	84. Life Goes On 6.5/12	3. 60 Minutes 20.3/38	82. I Witness Video 6.6/12	89. True Colors 5.1/10
7:30				88. Parker Lewis 5.4/10
8:00	17. Am Fun Hme Vid 14.6/24	12. Murder, She Wrote 16.5/26	72. Mann & Machine* 8.6/14	74. Roc 8.0/13
8:30	37. Am Sup Shcase 12.3/19			48. In Living Color 11.2/17
9:00	64. ABC Sunday Night Movie—Seduction: 3 Tales from the Inner Sanctum 9.4/15	11. CBS Sunday Movie—Field of Dreams 16.6/27	68. NBC Sunday Night Movie—Steel Justice 8.9/14	16. Married w/Chldn 14.7/22
9:30				46. Herman's Head 11.4/18
10:00				61. St by Your Man* 9.9/16
10:30				84. Get a Life 6.5/11
WEEK'S AVGS	14.0/23	12.7/21	10.8/18	9.3/16
SSN. TO DATE	12.2/20	13.8/23	12.3/20	8.0/13

RANKING/SHOW (PROGRAM RATING/SHARE)　*PREMIERE　SOURCE: A.C. NIELSEN　YELLOW TINT IS WINNER OF TIME SLOT

FIRST-QUARTER CABLE SERVICE RATINGS: 1992 VS. 1991

Network	*Prime Time*				*Full Day*			
	1Q 92 Rating	*HH*	*1Q 91 Rating*	*HH*	*1Q 92 Rating*	*HH*	*1Q 91 Rating*	*HH*
USA	2.5	1,427,000	2.4	1,331,000	1.4	802,000	1.3	724,000
WTBS	2.3	1,310,000	2.5	1,391,000	1.5	839,000	1.6	878,000
ESPN	1.7	965,000	1.5	865,000	0.8	458,000	0.7	400,000
TNT	1.5	809,000	1.6	815,000	1.0	578,000	0.9	473,000
TNN	1.3	695,000	1.1	579,000	0.6	349,000	0.5	272,000
Family	1.2	643,000	0.9	471,000	0.7	405,000	0.7	360,000
Lifetime	1.2	638,000	1.2	629,000	0.7	361,000	0.7	347,000
Discovery	1.1	634,000	1.0	523,000	0.6	365,000	0.5	280,000
CNN	1.0	565,000	4.0	2,297,000	0.6	356,000	2.9	1,637,000
Nick at Nite	1.0	562,000	1.0	532,000	0.7	393,000	0.6	319,200
A&E	0.8	415,000	0.6	296,000	0.5	261,000	0.4	192,000
MTV	0.7	386,000	0.6	317,400	0.5	276,000	0.5	264,500
Headline	0.4	172,000	0.7	336,000	0.4	187,000	0.6	282,000
VH-1	0.3	133,000	0.3	116,000	0.2	88,000	0.2	77,400
Nickelodeon	—	—	—	—	1.2	674,000	1.2	638,400

Notes: Figures are network estimates. All data are supplied by an outside source based on Nielsen Media Research. Ratings are based on the coverage area of each network, not the entire television universe. USA's prime time is 7-11 p.m.; Family's is 7-10 p.m.; Discovery and TNN's full day is 9 a.m.-3 a.m.; Lifetime's and Family's is 7 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.

Cable network ratings for the most part remained steady or showed slight gains in the first three months of the year compared with first-quarter 1991 figures.

Among those showing the biggest gains was the Family Channel, which, following an aggressive marketing campaign, saw its prime time rating rise from a 0.9 rating, representing 471,000 households, to a 1.2, representing 643,000.

Taking the most dramatic dive in year-to-year ratings was Cable News Network, which last year was riding high on its coverage of the Persian Gulf War. The news channel saw its full-day rating drop from 2.9 in the first quarter of 1991 to a 0.6 for the same period in 1992. Full-day household numbers during the period fell from 1,637,000 to 356,000. On a prime time basis, the network dropped from a 4.0, representing 2,297,000 households, to a 1.0, representing 565,000. ■

ror Cable Television. "I think you're going to see those egos have dropped by the wayside, and 98% of the industry is working together."

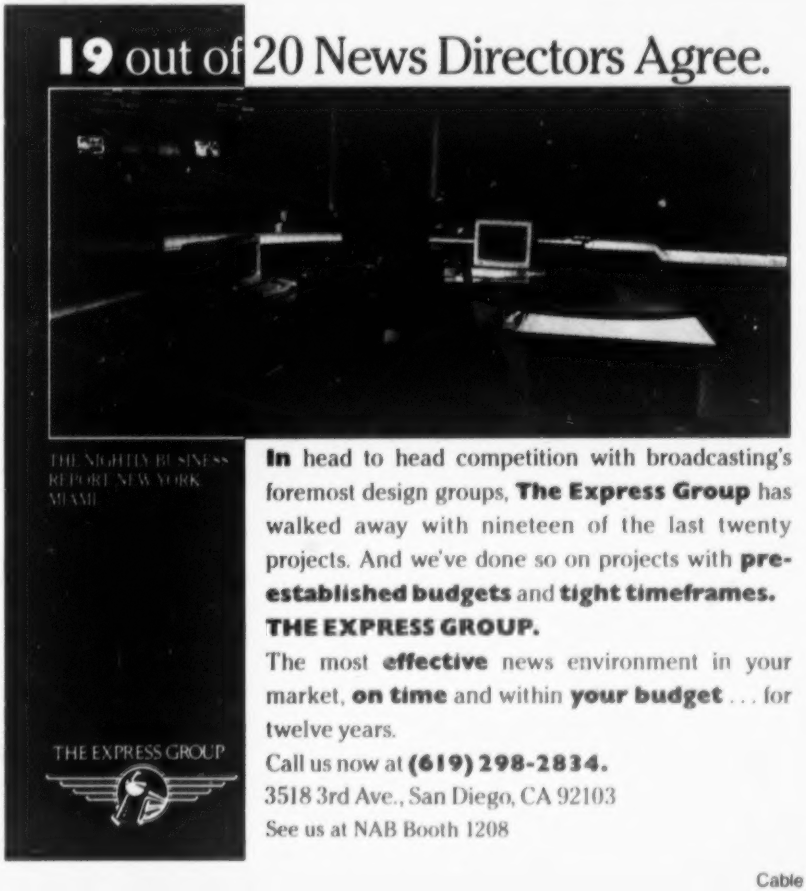
On the cable network advertising side, NBC's president and chief executive officer, Robert C. Wright, called upon the cable industry to make a greater effort at showing advertisers how well cable can move product and thereby capture a healthy share of the $100 billion allocated to national marketing dollars each year.

"We have to work harder to open the eyes of advertisers," Wright said.

At least one form of promotion—the new-car rebate—is likely to fade out and re-emerge as ad dollars, according to John B. Vanderzee, advertising manager, Ford Motor Co.

Also offering his own predictions for change in the cable business was TBS Chairman and President Ted Turner. Tiering of channels is "inevitable but not necessarily disastrous," he said, and the cable industry will have to do a much better job at public relations in the face of government reregulation.

"A lot depends on what happens legislatively," Turner said of the future of the cable industry. "Ten years ago it was easier to predict." ■



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CABLE RATE HIKES NOT EXCESSIVE, STUDY CLAIMS

Industry-backed study says once-regulated prices have simply caught up with CPI

By Joe Flint

The 61% price increase for basic cable service from 1986 to 1991 was the result of the cable industry playing catch-up with the overall consumer price index following years of regulation, according to a working paper by the Center for Study of Public Choice at George Mason University. And while rates went up, the study says, so did spending on programing and customer service.

The industry-backed study, titled "The High Costs of Cable Regulation," was released last week just as the Cable Television Consumer Protection and Competition Act was set to be voted on by the House Telecommunications Subcommittee (see story, "Top of the Week"). The study was also the subject of an opinion piece in last Tuesday's *Wall Street Journal* by James Miller, chairman of Citizens for a Sound Economy and former director of the Office of Management and Budget, 1985-88. The study was commissioned by Jim Savarese, of Savarese & Associates, which was retained by the National Cable Television Association.

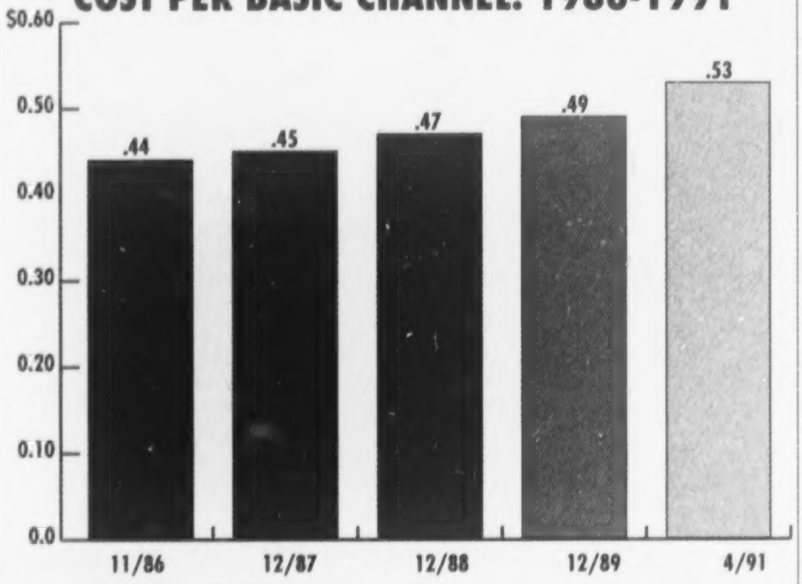
According to the study, "throughout the period of rate regulation, cable rate increases lagged far behind inflation." From 1972 through 1986, the study says, basic cable rates grew by 89.6%, while the consumer price index for all consumer items increased by 162%.

Given that lag, the writers—Robert Ekelund of Auburn University and Robert Tollison of George Mason University—argue significant rate increases could be expected.

When those rate increases from 1986 to 1991 are averaged with the increase in basic cable channels, the study says, the increase in "the nominal price per basic service channel between 1986 and 1991 is smaller ($0.01) than the inflation-adjusted price per channel."

In November 1986, the most popular tier of basic service cost $11.71 per month and carried 27.1 channels. In April 1991, according to General Accounting Office calculations, the most popular tier of service cost $18.84 per month and carried 35.3 channels.

COST PER BASIC CHANNEL: 1986-1991



Source: U.S. General Accounting Office

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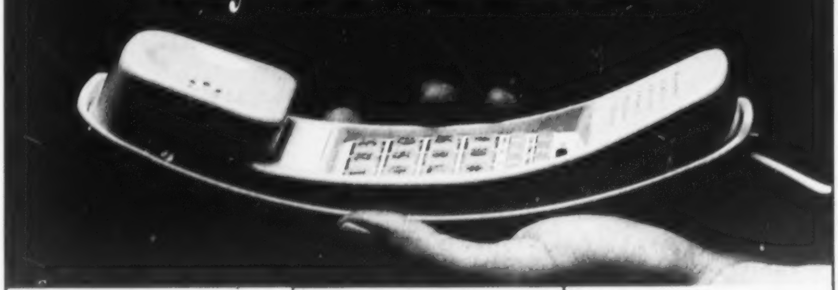

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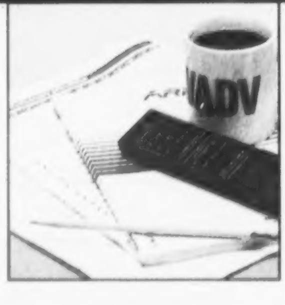

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meaning that the monthly price per basic channel grew "by only $0.09, from $0.44 in November 1986 to $0.53 in April 1991."

The increases, the study says, were used to improve programing: "The period of local price deregulation coincided with enormous growth in cable investments in programing and technology. For example, cable operators' annual investment in basic cable programing jumped from roughly $300 million in 1984, when the Cable Act was passed, to almost $1.5 billion in 1991—a five-fold increase."

There were similar increases in investments in facilities and technology. According to the study, the proportion of cable systems with more than 30 channels since 1984 has grown from 38% to 72%, with the "cable industry ready to spend an additional $15 billion by the year 2000."

Rate deregulation, the study argues, also has had no negative impact on cable penetration or subscriber base, meaning that "if rates go up and penetration does not go down, this indicates that demand for the product must have increased.... It must be the case that consumers prefer the improved product at the higher rate to the former product at the lower [regulated] rate."

While the study concedes that "evidence of increased penetration does not prove that cable rates are perfectly competitive, it does show that deregulated rates are closer to the competitive level and provide greater consumer satisfaction than the rates that were allowed by municipal regulators." Price deregulation, the study concludes, "has worked."

This is not the first time the study's authors have worked on issues confronting the cable industry. Ekelund recently completed a study of competition and the price of municipal cable TV services that says that a likely scenario of a return to local regulation is that local governments and politicians "expropriate political gains from regulation and grants of exclusive franchises." Says the paper: "The largest part of political gains from local regulation come in the form of concessions given to local governments and to non-producer interest by the cable firm which is, in effect, 'taxed by regulation.' " The "cash cows" described by the paper "provide substantial yearly pecuniary gains, nonmonetary benefits to politicians (positions on cable boards, and so on) and required 'service to consumers' that are given the aura of "public goods by rent-seeking local politicians." Competition, the paper concludes, may prove to be the most efficient outcome when contrasted to partial or full regulation at local government levels." ■

CONSUMER GROUPS PRESS HARD ON CABLE REREG

Nader targets congressmen, pushes Public Citizen members for support of Markey bill

By Joe Flint

While the cable and broadcast industries lobbied Capitol Hill last week over the proposed reregulation of cable, consumer advocate Ralph Nader was, as usual, not shy about taking his case to the American public. But even after the elimination of a Nader-backed amendment, which would have had local governments certify a cable consumer action group to watch over the cable regulatory process, Nader and his associates will continue to be heard from.

At a press conference early last week, Nader said that Representative Mike Oxley (R-Ohio), who likened the proposed consumer watchdogs to "video vigilantes," and his peers want to "simply design a monopoly cable industry to have its way, but they will hear more and more from the people at home."

Nader's efforts are not limited to press conferences. Public Citizen, the consumer activist group he heads, sent a mailing to its 250,000 members targeting congressmen—particularly Representatives Matt Rinaldo (R-N.J.), Bill Richardson (D-N.M.), Thomas Manton (D-N.Y.) and James Scheuer (D-N.Y.)—who were holding up Representative Ed Markey's (D-Mass.) cable bill. A typical letter includes the member's office number. Said a typical letter: "Please call the office of Rep. Rinaldo today and let him know you support Rep. Ed Markey's bill. If you have time send him a letter. BUT DON'T WAIT. Every hour counts."

Ralph Nader (l) and Jeff Chester urge support of Markey bill

Another organization that Nader works with—Essential Information—reported last week that cable political action committees disbursed $371,367 to Telecommunications Subcommittee members. Said Nader: "These contributions exemplify the need for greater consumer representation in a political process that undemocratically favors the cable monopoly companies."

Articles saying how much cable PAC's contributed to Manton and Scheuer surfaced in local papers and the *New York Times*, and a similar article appeared in Representative Richardson's local newspaper. Nader also discussed the issues on the ABC Radio Network. Said Jeff Chester, co-director, Center for Media Education: "The National Association of Broadcasters and the National Cable Television Association are doing the same thing. All week I have been stumbling over these guys. Unfortunately, the media industry creates the media policy. We are trying to insert public policy."

Said Nader at last week's press conference: "If Congress won't listen this time, they will listen next time."

The defeat of the cable consumer action group amendment does not appear to have slowed down Nader and Chester. Said Chester: "We are in for the long haul. We don't want Jim Mooney [president, National Cable Television Association] making telecommunications policy for the United States." ■

Changing Hands

KRTW(TV) Baytown (Houston), Tex. □ Sold by Pray Inc. to Patriot Broadcasting Inc. for $12.7 million cash. **Seller** is headed by Eldred Thomas, and has interests in licensees of KVTT(FM) Dallas and KLTJ(TV) Galveston, both Texas. **Buyer** is headed by Bess Harrison, and has no other broadcast interests. KRTW is independent on ch. 57 with 5,000 kw visual, 500 kw aural and antenna 981 feet above average terrain.

KSGB(AM) University Park (Dallas), Tex. □ CP sold by Stuart Gaines Broadcasting Corp. to Dalworth Broadcasting Corp. for $875,000. Terms: $25,000 escrow deposit, $150,000 cash at closing, $275,000 promissory note, $350,000 assumption of seller's secured note and $75,000 five-year noncompete covenant. **Seller** is headed by John R. Stuart and Mary Gaines, who are permittees of class A FM at Gregory, Tex. **Buyer** is headed by Jonathan Trip, and has no other broadcast interests. KSGB has religious format on 1540 khz with 50 kw day and 1 kw night. *Broker: Norman Fischer & Associates Inc.*

WRNO-FM New Orleans □ Sold by Gulf South Broadcasters Inc. to Radio WRNO-FM Inc. for $770,000. Terms: $250,000 cash at closing, $500,000 on terms, $100,000 assumption of seller's accounts payable and $20,000 consulting fee. **Seller** is headed by Joseph M. Costello III, who controls international station WRNO Worldwide. Costello also owns stock of licensee of KXOR(FM) Thibodaux, La., to be transferred to him prior to consummation of WRNO-FM. He also has interests in KKAY-AM-FM Whitecastle-Donaldsonville, La. **Buyer** is headed by Thomas R. Galloway Sr., 100% owner of licensees of KPEL(AM)-KTDY(FM) Lafayette and WGMB(TV) Baton Rouge, both Louisiana; KEZA(FM) Fayetteville, Ark., and KPEJ(TV) Odessa, KWKT(TV) Waco and KVEO(TV) Brownsville, all Texas. WRNO-FM has rock format on 99.5 mhz with 100 kw and antenna 1,049 feet above average terrain.

WCLZ-AM-FM Brunswick, Maine □ Sold by Ross W. Elder, receiver for Eastern Radio Company II, to W.A. Devereaux for $525,000 cash. **Seller** has interests in WNLX(AM)-WTYD(FM) New London, Ct. **Buyer** is former executive with American Cable Systems, with interests in several radio and TV properties. WCLZ(AM) is on 900 khz with 1 kw day. WCLZ-FM is on 98.9 mhz with 47.5 kw and antenna 400 feet above average terrain. Stations simulcast adult alternative format. *Broker: Media Services Group.*

KTCR(AM)-KOTY-FM Kennewick, Wash. □ Sold by I-82 Acquisition Corp. to KOTY-FM Inc. for $450,000. Earlier sale of station to First Radio West Corp. was approved but did not close ("For the Record," Jan. 20). Terms: $250,000 cash at closing and $200,000 interest-bearing note at 9.5% due September 1996. **Seller** is headed by W.D. Siegenthaler, and is also licensee of KUTI(AM)-KXDD(FM) Yakima, Wash. **Buyer** is headed by Carl T. Robinson and William C. Moyes, 50% stockholders of licensee of KVOR(AM)-KSPZ(FM) Colorado Springs. KTCR is fulltimer with news-talk format on 1340 khz with 1 kw. KOTY has country format on 106.5 mhz with 100 kw and ant. 1,076 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$875,000** □ **1**
FM's □ **$1,002,700** □ **4**
AM-FM's □ **$1,239,000** □ **4**
TV's □ **$12,775,000** □ **2**
Total □ **$15,891,700** □ **11**

1992 to Date:

AM's □ **$13,329,255** □ **41**
FM's □ **$47,173,246** □ **62**
AM-FM's □ **$55,749,098** □ **32**
TV's □ **$244,558,000** □ **15**
Total □ **$360,809,590** □ **150**

For 1991 total see Jan. 27, 1992 BROADCASTING.

CONSISTENTLY

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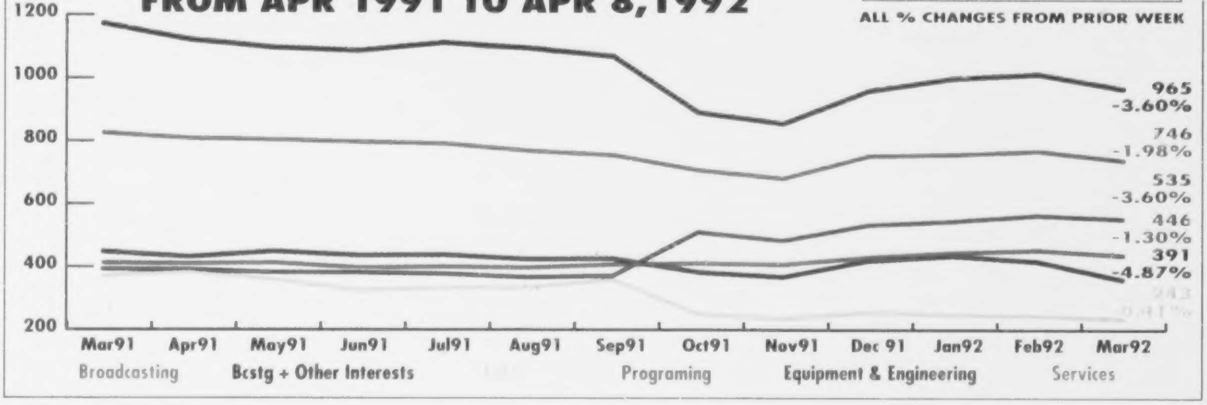
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM APR 1991 TO APR 8,1992

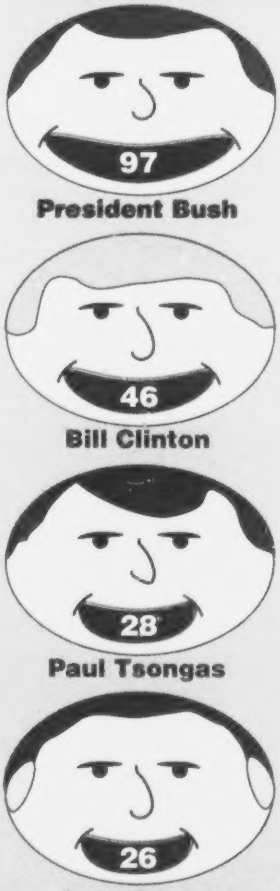
NASDAQ: 573.68 (-4.72%)
S&P Ind.: 470.91 (-2.16%)

ALL % CHANGES FROM PRIOR WEEK



LATE NIGHT LAUGHS

Number of jokes made about presidential candidates on Tonight Show and Late Night with David Letterman from Jan. 1- Mar. 16



Source: Center for Media and Public Affairs

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,984	232	5,216
Commercial FM	4,605	1,010	5,615
Educational FM	1,518	320	1,838
Total Radio	**11,107**	**1,562**	**12,669**
Commercial VHF TV	557	15	572
Commercial UHF TV	581	168	749
Educational VHF TV	123	5	128
Educational UHF TV	234	9	243
Total TV	**1,495**	**197**	**1,692**
VHF LPTV	438	154	592
UHF LPTV	772	859	1,631
Total LPTV	**1,210**	**1,013**	**2,223**
FM translators	1,884	358	2,242
VHF translators	2,517	74	2,591
UHF translators	2,316	386	2,702

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93 1 million
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

Chase Communications Inc. has agreed to sell its 5% general and 35% limited partnership interest in WTOP(AM)-WASH(FM) Washington and KASP(AM)-WKBQ(FM) St. Louis to Evergreen Media Corp. Terms for the sale were not disclosed, and completion of the deal is subject to an agreement with Chase's limited partner, the Sheet Metal Workers Pension Fund. Chase retained Lehman Brothers late last year to help sell its broadcast properties in order to concentrate on other investments, including a 30,000-subscriber cable service in Poland, the birthplace of founder David T. Chase.

Richard Verne, president of Private Satellite Network—and before that group VP for LIN Broadcasting and president of NBC Radio—**is recovering at Mt. Sinai Hospital in New York from successful surgery to remove a benign brain tumor.** "Feeling good and lucky," Verne may be released early this week to recuperate at home on Long Island.

The Christian Science board of directors last week moved up the deadline on its proposed sale of the Monitor Channel, saying that the fledgling cable network would be closed if it is not sold by this Wednesday (April 15). Church leaders had announced last month that the news and information channel would have to be sold by June 15, but they decided to move up the deadline by two months when no buyer came forward. The Monitor Channel, less than three weeks shy of its one-year anniversary, had cost the church more than $250 million since 1986; its current monthly operating cost is estimated at $4 million.

A week after signing WNBC-TV New York, **Twentieth Television has sold *Cops* to KTTV(TV) Los Angeles** for daily stripping at 11-11:30 p.m. The show will replace Twentieth's dating strip, *Studs,* which also airs at 6:30. Although the New York and Los Angeles deals were for undisclosed cash licenses, Twentieth will be offering the series for cash plus barter starting in fall 1993. In related news, there was no word from the Tribune Entertainment on whether tabloid strip *Now It Can Be Told* has found a home in New York on Tribune O&O WPIX-TV after *Cops* displaces it on WNBC at 7 p.m.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 29. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.0/218/94
2. Star Trek	12.3/238/98
3. Jeopardy!	12.1/211/93
4. Oprah Winfrey Show	10.8/222/99
5. Entertainment Tonight	8.4/187/96
6. Married...With Children	8.1/175/95
7. Current Affair	7.5/175/95
8. Cosby Show	7.2/202/96
9. Donahue	7.0/224/98
9. Imagination	7.0/185/97
11. Inside Edition	6.6/130/85
12. Sally Jessy Raphael	6.1/208/98
13. WKRP in Cincinnati	6.0/230/98
14. Hard Copy	5.9/170/92
14. MGM Premiere Network TV	5.9/155/93

'ROSEANNE' TOPS ABC RENEWAL LIST

At a press briefing on the end-of-the-season results, Bob Iger, president, ABC Entertainment, announced the network has reached an agreement with the Carsey-Werner Co. for a two-year renewal of *Roseanne* (for its fifth and sixth seasons). Despite the expected hike in license fee for the extension, Iger said, "we expect to continue to make money on the show."

Despite the network finishing in third place, Iger said ABC is in excellent shape for the future thanks to successful first-year series, including *Home Improvement*, *Step By Step* and *The Commish*. "Despite undergoing a radical change on five nights this year, we have the four top-rated new series and we're setting ourselves up for the future." Other first-year shows returning next season are *American Detective* and *FBI Stories*. "We may end up bringing back nine or 10 series that debuted this year," he said.

Iger also outlined five series debuting this summer: *Going to Extremes*, an hour from Joshua Brand and John Falsey, has been given a 13-episode commitment; David Lynch's *On the Air*, six episodes; *Julie*, starring Julie Andrews, six episodes; *Human Target*, an hour action show starring Rick Springfield, and *Jack's Place*, an hour from ABC Productions, starring Hal Linden. -SC

Reg Grundy Productions has retained Cannell Distribution Co. to handle sales of its originally formatted hour-long drama ***Dangerous Women,*** which will also be split into half-hour episodes for first-run stripping starting in fall 1992. Cannell plans to offer the series—starting at next week's NAB Convention in Las Vegas—in a package of 104 half-hours for stripping in morning, early fringe or late night, in addition to another 26 newly produced hours for weekly airing in prime access or prime time.

ABC has signed Oliver Stone to produce a six-hour "event series" designed to air over four or five weeks. *Wild Palms* is based on a comic strip in *Details* magazine and was created by screenwriter Bruce Wagner, who will also write the six-hour series. According to Bob Iger, ABC Entertainment president,

APR 20

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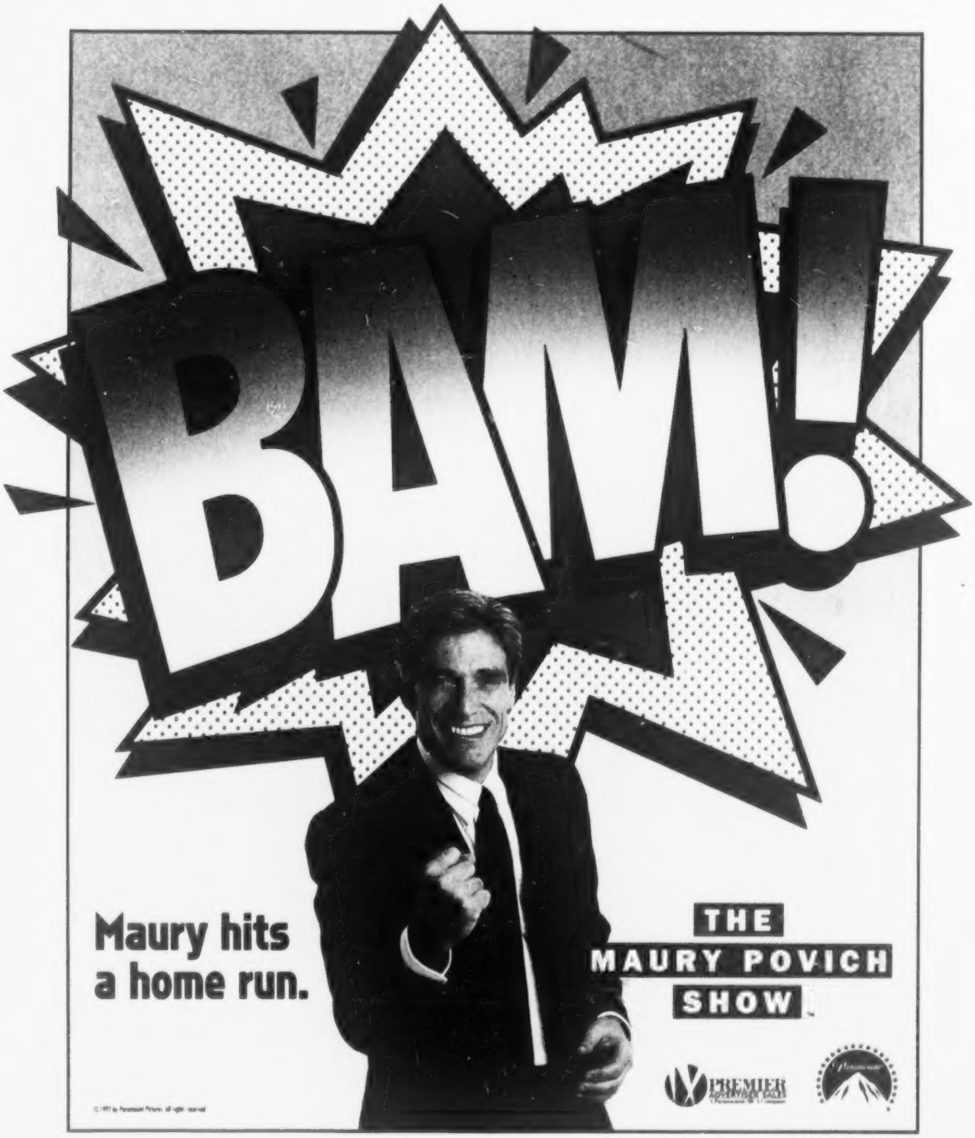
❏ **REAGAN NAB APPEARANCE PRODUCES HIGH DRAMA / 4**

❏ **THE COST OF HIGH-DEFINITION TELEVISION / 6**

❏ **TV-RADIO DEREG A HOT ISSUE / 10**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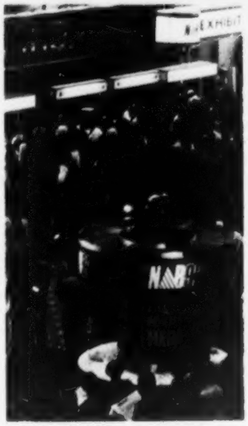
This Week



At NAB '92, a record 52,704 registrants (p. 20)

CONVENTION SHOCKER / 4

A protester's violent interruption of former President Reagan's NAB address stunned attendees and dominated convention chatter.

CBS TO CUT COMPENSATION / 11

An affiliates committee broke off talks with CBS on improving network-affiliate relations upon learning that the network plans to cut compensation.

NAB NEWS / 20

FCC Chairman Alfred Sikes, long a proponent of revisiting the prime time access rule's prohibition against off-network programing, may now have the votes to do so **(p. 22)**. HDTV hardware was out in force, including the first professional VTR and a consumer cassette recorder **(p. 22)**. Fearing a presidential veto if a strong reregulatory bill comes out of Congress, Energy and Commerce Committee members said moderation of the House cable bill is likely **(p. 26)**. Some congressmen believe the lack of a telco-entry provision will be the White House's number-one objection **(p. 27)**. TVB President Ave Butensky recommends an image campaign for spot **(p. 28)**. Radio stations are advised to follow the flow of dollars as companies shift their budgets from advertising to promotion **(p. 30)**. USA Digital says it will have both AM and FM digital audio broadcasting ready by April 1993 **(p. 32)**. Conus's Saturday morning news show generated interest, but syndicators overall had a quiet week **(p. 33)**. Saying the industries should "watch out for each other," beer supplier Anheuser Busch asked for continued broadcaster support in blocking bills requiring warning labels in wine and beer ads **(p. 34)**. Radio faces a bleak lending landscape that is not likely to change soon, broadcasters were told **(p. 36)**.

U.S. producers among co-venturers at MIP (p. 37)

MIP MARKET / 37

Growing reliance on co-ventures and production alliances marked last week's MIP-TV market in Cannes. Long the standard operating procedure for European producers, such deals are becoming common among U.S. producers as well.

TARGETING LOTTERY SCAMS / 42

Application mills for FCC wireless cable licenses have duped investors out of $25 million so far, say the FTC, the Better Business Bureau and securities administrators. Such abuses of the agency's lottery system have added fuel to arguments for switching to an auction process.

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Voices, a monthly newspaper.

Rose Davis, the newspaper's publisher, told BROADCASTING she knew Springer planned some form of protest, and that she assumed it would be "non-violent and non-traditional." She said she was certain that Springer had not intended to harm the ex-President.

Reagan winced when struck in the temple by a shard of glass, but then flashed an angry look at Springer. As Springer was dragged away, Reagan briefly retreated to the back of the stage. But he soon turned, straightened his suit, and returned to the podium to finish his speech.

"The first thing he said to us was, 'Let us continue—let me go back and finish this,' " recalled NAB joint board chairman Gary Chapman.

As the crowd settled nervously back into their seats, Reagan quipped, "Is he a Democrat, by chance?" Upon finishing his speech several minutes later, Reagan joked, "Thank you all, and I think I'll go out and see where that guy is."

As he left the stage he made a show of rolling up his sleeves as if preparing for a fight.

Springer was arrested and charged with threatening an ex-President, a federal offense. He was arraigned and released without bail Tuesday (April 14).

NAB spokeswoman Lynn McReynolds said the NAB will consider a review of its policy for granting media credentials for the convention; it issued some 800 media passes this year. But she also said it would be nearly impossible to guarantee security for a convention that draws 50,000 people and consists of hundreds of events

The Secret Service, meanwhile, dispatched several agents to Las Vegas to conduct an internal investigation. Agency spokesman Carl Meyer said it is possible the agents protecting Reagan reacted slowly because they wrongly believed Springer was a stagehand or technician.

"It's a very difficult position," he said. "It requires a lot of judgment and discretion. Maybe in this case there was too much discretion."

Meyer also noted that the level of security provided to Reagan may have been decreased since he left office because the number of threats against Reagan's life " has reduced dramatically." ■

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's ☐ **$1,470,831** ☐ **7**
FM's ☐ **$1,600,000** ☐ **5**
AM-FM's ☐ **$4,950,836** ☐ **8**
TV's ☐ **$5,772,620** ☐ **1**
Total ☐ **$13,794,287** ☐ **21**

1992 to Date:
AM's ☐ **$14,800,086** ☐ **48**
FM's ☐ **$48,773,246** ☐ **67**
AM-FM's ☐ **$60,699,925** ☐ **40**
TV's ☐ **$250,330,620** ☐ **16**
Total ☐ **$374,603,877** ☐ **171**

For 1991 total see Jan. 27, 1992 BROADCASTING.

other broadcast interests. **Buyer** is headed by Paul L. Coates, guarantor for assignor, and has interests in CP for FM in Eudora, Ark. KBZZ is fulltimer with AC format on 1400 khz with 1 kw. KBLJ has C&W format on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

WWCS(AM) Canonsburg, Pa. (Pittsburgh) ☐ Sold by WARO Broadcasting Inc. to Birach Broadcasting Corp. for $475,000. Sale of station last year for $750,000 did not close ("Changing Hands," May 13). **Seller** is headed by Jeffrey D. Warshaw, and is subsidiary of Universal Broadcasting Co., headed by Marvin B. Kosofsky and Howard Warshaw. Warshaw is partner with wife, Miriam, and son Jeffrey in Alchemy Communications, which owns WKIX(AM)-WYLT(FM) Raleigh, N.C. Universal Broadcasting is also licensee of WSYW-AM-FM Indianapolis; WTHE(AM) Mineola, N.Y.; WNDZ(AM) Portage, Ind.; WVVX(FM) Highland Park (Chicago), Ill.; WCBW(FM) Columbia, Ill. (St. Louis), and KPPC(AM) Pasadena, Calif. Kosofsky has 13% interest in Jacor Communications, which operates five AM's and six FM's. **Buyer** is headed by Sima Birach, and is licensee of WNZK(AM) Dearborn Heights, Mich. WWCS has rock-CHR format on 540 khz with 7.5 kw day and 500 w night.

KALY(AM) Albuquerque, N.M. ☐ Sold by Sun Media Corp. of New Mexico to Septien & Associates Inc. for $460,000 cash. **Seller** is headed by Ella J. Fenoglio and has no other broadcast interests. **Buyer** is headed by Gloria Septien and has no other broadcast interests. KALY is fulltimer with Spanish format on 1240 khz with 1 kw.

KPUA(AM)-KWXX-FM Hilo, Hawaii ☐ Sold by Hawaii Radio Inc. to New West Broadcasting Corp. for $370,000 cash. **Seller** is headed by Wyman Lai, trustee, and has no other broadcast interests. **Buyer** is headed by John F. Leonard and has no other broadcast interests. KPUA is fulltimer with MOR format on 670 khz with 10 kw. KWXX-FM has AC format on 94.7 mhz with 100 kw and antenna 330 feet below average terrain.

KQDI-AM-FM Great Falls, Mont. ☐ Sold by Q Radio Inc. to JS Marketing & Communications Inc. for $267,000. Terms: $117,000 cash at closing, $50,000 earnest money deposit and $100,000 promissory note at 9% interest payable. **Seller** is headed by Lyle Courtnage, and has no other broadcast interests. **Buyer** is headed by J.M. Smith Jr., and is licensee of KYLT(AM)-KZOQ(FM) Missoula, Mont. KQDI(AM) is fulltimer with AC format on 1450 khz with 1 kw. KQDI-FM has classic rock format on 106.1 mhz with 100 kw and antenna 276 feet above average terrain.

For other proposed and approved sales see "For the Record," page 54.

ACTV INVESTOR

The Washington Post Co. has made a $1.5-million loan to ACTV Inc. and, in exchange, received 15% of the stock of the New York–based interactive TV company.

ACTV Chief Operating Officer Bill Samuels said the loan insures that ACTV will have "the working capital we need to continue for the next year." Future *Washington Post* options include deciding whether to jointly establish an educational subsidiary of ACTV, and to "invest alongside" ACTV in a cable network that would feature games (BROADCASTING, Jan. 6).

If the *Post* undertakes these options it could, after three years, receive "a sufficient number of shares at a price to be determined," giving it majority control of ACTV.

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Broadcasting's Ratings Week Apr 6-12

	ABC	CBS	NBC	FOX
MONDAY	12.0/19	18.4/29	14.8/23	NO PROGRAMING
8:00	53. FBI: Untold Str. 10.1/17	32. Evening Shade 12.1/21	20. Fresh Prince 13.2/22	
8:30	40. Amer Detective 11.3/18	27. Evening Shade 12.3/20	19. Blossom 13.3/21	
9:00	14. Roseanne 14.2/21	1. NCAA Basketball Championship—Michigan vs. Duke 22.7/35	8. NBC Monday Night Movie—Danielle Steel's "Secrets" 15.6/24	
9:30	11. Roseanne 14.6/21			
10:00	37. Coach 11.5/18			
10:30	54. Coach 10.0/16			
TUESDAY	13.0/21	14.0/23	12.1/20	NO PROGRAMING
8:00	10. Full House 14.8/25	18. Rescue: 911 13.6/22	22. In the Heat of the Night 13.0/21	
8:30	4. Home Improvmt 18.1/29			
9:00	3. Roseanne 18.2/28	14. CBS Tuesday Movie—In the Eyes of a Stranger 14.2/23	28. Law and Order 12.2/19	
9:30	16. Room for Two 13.7/21			
10:00	79. ABC News Special 6.6/11		46. Dateline NBC 11.0/19	
10:30				
WEDNESDAY	10.3/17	11.6/20	15.1/25	NO PROGRAMING
8:00	35. Wonder Years 11.8/21	67. Royal Family 8.6/16	6. Unsolved Mysteries 16.6/29	
8:30	49. Doogie Howser 10.6/16	63. Davis Rules 9.2/16		
9:00	51. The Young Indiana Jones Chronicles 10.3/17	28. Jake and the Fatman 12.2/20	5. I Witness Video 16.9/27	
9:30				
10:00	61. Homefront 9.3/16	16. 48 Hours 13.7/23	35. Quantum Leap 11.8/20	
10:30				
THURSDAY	10.6/18	11.1/18	11.8/20	10.0/16
8:00	59. Columbo 9.5/16	59. Top Cops 9.5/16	37. Cosby 11.5/20	39. Simpsons 11.4/20
8:30			20. A Diffrnt World 13.2/22	70. Drexell's Class 7.9/13
9:00		48. Street Stories 10.8/17	9. Cheers 15.5/25	51. Beverly Hills 90210 10.3/16
9:30			26. Wings 12.6/20	
10:00	25. Primetime Live 12.7/22	23. Knots Landing 12.9/22	65. L.A. Law 9.0/16	
10:30				
FRIDAY	11.4/21	9.5/18	9.6/18	4.4/8
8:00	40. Family Matters 11.3/22	82. Tequila and Bonetti 6.0/12	57. Matlock 9.8/19	86. America's Most Wanted 5.4/10
8:30	40. Step By Step 11.3/21			
9:00	49. Dinosaurs 10.6/19	40. CBS Friday Movie—Uncle Buck 11.3/20	57. I'll Fly Away 9.8/18	90. Hidden Video 3.5/6
9:30	61. Baby Talk 9.3/16			92. Hidden Video 2 3.2/6
10:00	24. 20/20 12.8/23		63. In the Heat of the Night 9.2/16	
10:30				
SATURDAY	7.3/14	6.7/13	10.7/20	6.9/13
8:00	75. Who's the Boss? 6.7/13	75. Euro Disney Grand Opening 6.7/13	47. Golden Girls 10.9/22	79. Cops 6.6/13
8:30	75. Billy 6.7/13		54. Powers That Be 10.0/19	69. Cops 2 8.4/16
9:00	83. Perfect Strang. 5.8/11		28. Empty Nest 12.2/22	72. Code 3* 7.6/14
9:30	73. Growing Pains 7.4/14		45. Nurses 11.1/20	87. Hidden Video 5.1/9
10:00	67. The Commish 8.6/17	79. Trials of Rosie O'Neill 6.6/13	56. Sisters 9.9/19	
10:30				
SUNDAY	14.3/24	14.3/23	8.9/14	7.9/13
7:00	12. ABC Sunday Night Movie—The Ten Commandments 14.5/24	2. 60 Minutes 19.1/33	89. Eerie, Indiana 3.9/7	85. True Colors 5.6/11
7:30			91. Eerie, Indiana 3.4/6	83. Parker Lewis 5.8/10
8:00		13. Murder, She Wrote 14.3/22	71. Mann & Machine 7.7/12	73. Roc 7.4/12
8:30				34. In Living Color 11.9/19
9:00		44. CBS Sunday Movie—Stompin' at the Savoy 11.2/19	32. NBC Sunday Night Movie—The Keys 12.1/19	28. Married w/Childn 12.2/19
9:30				66. Herman's Head 8.7/13
10:00				75. Std by Your Man 6.7/11
10:30				88. Get a Life 4.5/8
WEEK'S AVGS	11.4/19	12.3/21	11.7/20	7.4/13
SSN. TO DATE	12.2/20	13.8/23	12.3/20	8.0/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting In Brief

CBS said its television network had flat revenue for the first quarter, excluding $275 million that the Winter Olympics and Super Bowl brought in incremental revenue—above what the regular schedule would have sold. In its first-quarter earnings statement last week, CBS also suggested that the Olympic games telecast broke even for the TV network. With rights fees for the games of $243 million, and estimated production and promotion costs of $75 million-$80 million, that implies that total revenue for the games was roughly $320 million. But the Olympics helped CBS improve its overall operating performance—from a loss of $55 million in last year's first quarter to a profit of $20 million—by boosting sales and profits at the owned TV stations. Radio operating profits were down "due primarily to sales weakness in the FM stations group." Also helping operating results was the absence of news costs from last year's Persian Gulf conflict and "vigorous efforts to reduce overhead costs." The day of its earning announcement, CBS stock reached a 52-week high, at 185½.

Home Shopping Network Inc. and QVC Network Inc. cut off exploratory talks on a possible business combination less than two months after initiating the conversation. Neither company would offer details on the failed talks.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 5. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	13.8/222/96
2.	Star Trek	13.0/237/98
3.	Jeopardy!	12.0/214/96
4.	Oprah Winfrey Show	10.9/226/99
5.	Entertainment Tonight	8.8/186/96
6.	Married...With Children	8.1/174/95
7.	Current Affair	7.8/175/95
8.	Nat'l Geographic-Assign.	7.1/169/95
9.	Cosby Show	6.9/206/97
10.	Inside Edition	6.8/130/86
11.	Donahue	6.60/225/98
12.	Hard Copy	6.0/171/92
12.	WKRP In Cincinnati	6.0/233/97
14.	Warner Bros. Prem. Ed. II	5.8/124/92
15.	Sally Jessy Raphael	5.5/206/97

Two former employes of ABC News won a racial discrimination suit against the network in a U.S. District Court last week. In his opinion, Judge Royce Lamberth said ABC and its counsel concealed evidence and deceived the court. The suit was filed in 1986 by two graphic artists seeking $10 million in damages. Damages will be determined later. An ABC spokesperson called the judge's ruling "a mistake."

ABC has given a 13-episode renewal to Paramount for *The Young Indiana Jones Chronicles.* Produced by George Lucas's Lucasfilm Ltd. in association with Paramount, the producers had asked ABC to give them a decision early because of the intense production schedule.

ABC has also scheduled *Jack's Place,* a new series starring Hal Linden and Finola Hughes, **in the Tuesday 10-11 time slot effective May 26.** *Civil Wars* is currently in that slot, but its run ends later this month, and the network will schedule specials in that period until the new series debuts.

The top-rated syndicated programs from the February 1992 Cassandra ratings: *Wheel of Fortune*, 18.9 rating, up 6% over its Feb-

SERVODIDIO NEW MULTIMEDIA PRESIDENT

Multimedia Broadcasting has named Pat Servodidio as its new president. He is vice president and general manager of Multimedia's WKYC-TV NBC affiliate in Cleveland. He will oversee the division's five network-affiliated TV stations, eight radio stations, and Cincinnati-based mobile video production unit.

New Multimedia President Servodidio

Servodidio joined WKYC-TV in June 1991, six months after Multimedia acquired the station. Previously he was president of RKO General from 1987 to 1991, and served as president of RKO television from 1982 to 1987. He had been with RKO since 1966.

William Grimes, vice president and corporate group executive, Multimedia Inc., has been overseeing the broadcasting division's operations since last October, when former Multimedia Broadcasting President William Bolster departed unexpectedly. Servodidio will report to Grimes, who will work on other undisclosed corporation-wide projects.

Bill Scaffide, WKYC-TV general sales manager, has been named to succeed Servodidio as general manager. Servodidio will remain based in Cleveland for now, but is expected to eventually move to the company's South Carolina headquarters. **-SDM**

APR 27

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☐ **TV OWNERSHIP RULES IN PLAY / 4**

☐ **MAY SWEEPS: SIX VETERAN SERIES MAKE CURTAIN CALL / 22**

☐ **TV STATIONS REPORT SLIGHT IMPROVEMENT IN FIRST QUARTER / 34**

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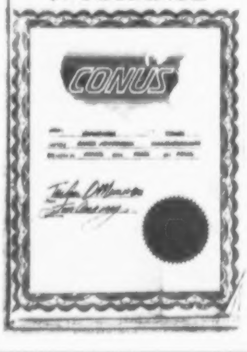

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THE APRIL EDITION

RADIO EXTRA

This Week

NEW TV RULES / 4

Upping the limit on same-market ownership appeals to mid-sized TV group owners, but affiliate groups are still focusing on PTAR, retransmission consent.

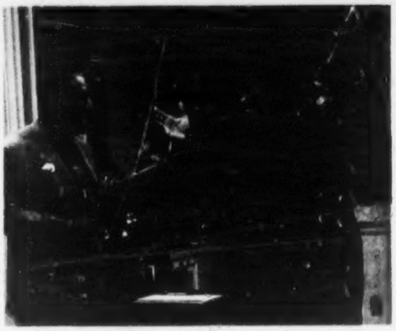
DIRECTV HITS SALES TRAIL / 14

A $250-million agreement with the National Rural Telecommunications Cooperative in place, Hughes's DirecTv is now assembling a 20-channel package of programing for a DBS lineup.

SWEPT AWAY / 22

Rather than the usual slate of blockbuster specials, the networks are rolling out farewell episodes of some top series to boost sweeps viewing. Among the departing: *Cosby, Golden Girls, Growing Pains* and *Who's the Boss?*

DirecTv starts search for programing (p. 14)



May sweeps includes farewell episodes of favorites, like 'Cosby' (p. 22)

MODEST REVENUE GAINS / 34

Cost controls helped boost first-quarter profit margins for TV station group owners, but they reported only modest revenue increases, and in some cases declines, over the Gulf War-ravaged first quarter '91.

NEW RADIO AWARDS / 37

A new awards program, sponsored by the Radio Creative Fund and offering $200,000 in cash prizes, will honor writers of the most creative radio advertisements of 1991.

CABLE'S BEST FACE / 39

The NCTA will use its annual convention to spread the word on cable's good works, hoping to catch the attention of potential reregulators in D.C.

ABORTION AD FUROR/41

An Indiana congressional candidate's TV ads showing aborted fetuses have raised the ire of stations and viewers, but the stations have no choice but to air them.

NAB EQUIPMENT PARADE / 46

Broadcasters at NAB '92 saw and heard the promises of the new digital age, accompanied by assurances that NTSC equipment was still a good long-term buy.

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CABLEVISION TAKES PPV OLYMPICS

Chairman's son James Dolan now heading up Triplecast

By Sharon D. Moshavi

NBC-Cablevision Systems's pay-per-view Olympics Triplecast has gone through another management change. James Dolan, Cablevision vice president and son of chairman and CEO, Charles Dolan, is now heading up the three-channel summer event starting July 25.

All aspects of the event are being handled by Dolan. "It is now completely my purview....I'm running the project," he says. The only exceptions are the creative side of marketing and public relations, which NBC corporate took over from its Triplecast staff several months ago (see BROADCASTING, Feb. 17). But Dolan says "media placement, the emphasis and the message," of the marketing program are his to create.

The move indicates a shift in control from NBC, which had been managing the project, to Cablevision, which had been more of a silent partner. Cablevision's loss exposure is $50 million, while NBC has no cap on how much it can lose. If there is an upside, however, both share equally in the revenues. The calculations will be based on total Olympics revenues—both broadcast and PPV.

NBC also shied away from the PPV event at an Olympics press conference two weeks ago. At the event, NBC Sports President Dick Ebersol and executive producer Terry O'Neill refused to answer any questions regarding the PPV event, saying the press conference was to be focused on the broadcast event. Another press conference, which was fed to network affiliates, was held later that day and the Triplecast was again off limits. The task force of a dozen peo-

Broadcasting's Ratings Week Apr 13-19

	ABC	CBS	NBC	FOX
MONDAY	8.0/13	13.4/22	10.2/17	4.6/8
8:00	66. ABC Monday Night Movie—Broadcast News 8.0/13	24. Evening Shade 11.8/20	16. Fresh Prince 13.2/23	91. Fox Night at the Movies—Say Anything 4.6/8
8:30		26. Brooklyn Bridge 11.3/19	22. Blossom 12.1/20	
9:00		4. Murphy Brown 15.3/24	59. NBC Monday Night Movie—Parker Kane 9.0/15	
9:30		8. Designg Wmn 14.2/23		
10:00		10. Northern Exposure 13.9/24		
10:30				
TUESDAY	15.0/25	11.4/19	10.6/18	NO PROGRAMING
8:00	7. Full House 14.6/26	20. Rescue: 911 12.4/21	63. Mann & Machine 8.5/15	
8:30	2. Home Improvmt 18.3/30			
9:00	1. Roseanne 20.2/32	32. CBS Tuesday Movie—Ned Blessing: Life Story 10.9/18	36. Law and Order 10.7/17	
9:30	5. Room for Two 15.0/24			
10:00	30. Civil Wars 11.0/19		18. Dateline NBC 12.7/22	
10:30				
WEDNESDAY	10.1/17	8.3/15	12.2/21	NO PROGRAMING
8:00	48. Wonder Years 9.7/18	67. Royal Family 7.7/14	5. Unsolved Mysteries 15.0/26	
8:30	50. Doogie Howser 9.6/16	65. Davis Rules 8.4/14		
9:00	55. Room for Two 9.2/15	80. What About Me? I'm Only 3 6.4/11	11. Seinfeld 13.7/23	
9:30	48. Sibs 9.7/16		27. Dear John 11.2/19	
10:00	29. Homefront 11.1/20	38. 48 Hours 10.5/19	58. Quantum Leap 9.1/16	
10:30				
THURSDAY	10.5/19	9.6/17	12.0/21	8.8/15
8:00	61. Columbo 8.9/16	51. Top Cops 9.5/18	45. Cosby 9.9/19	44. Simpsons 10.1/19
8:30			41. A Diffrnt World 10.3/19	70. Drexell's Class 7.3/13
9:00		45. Street Stories 9.9/17	16. Cheers 13.2/22	61. Beverly Hills 90210 8.9/15
9:30			25. Wings 11.7/19	
10:00	12. Primetime Live 13.6/24	53. Human Factor* 9.3/16	13. L.A. Law 13.4/23	
10:30				
FRIDAY	11.9/23	7.0/14	9.0/17	6.1/12
8:00	33. Family Matters 10.8/22	88. Tequila and Bonetti 5.5/11	45. Matlock 9.9/20	79. America's Most Wanted 6.5/13
8:30	30. Step By Step 11.0/22			
9:00	33. Dinosaurs 10.8/20	67. CBS Friday Movie—Murder Times Seven 7.7/15	63. Fifth Corner* 8.5/16	77. Sightings* 6.7/13
9:30	37. Baby Talk 10.6/20			91. Hidden Video 2 4.6/9
10:00	9. 20/20 14.0/27			
10:30				
SATURDAY	7.7/15	6.3/13	10.2/20	8.0/16
8:00	74. Who's the Boss? 6.8/14	83. Daffy's Easter 6.1/13	43. Golden Girls 10.2/21	69. Cops 7.5/16
8:30	78. Billy 6.6/13	87. Claymation Easter 5.7/11	38. Powers That Be 10.5/21	55. Cops 2 9.2/18
9:00	72. Perfect Strang. 7.2/14	81. Tequila and Bonetti 6.2/12	27. Empty Nest 11.2/22	59. Code 3 9.0/17
9:30			41. Nurses 10.3/20	83. Hidden Video 6.1/12
10:00	53. The Commish 9.3/19	74. Trials of Rosie O'Neill 6.8/14	52. Sisters 9.4/19	
10:30				
SUNDAY	9.8/18	13.7/25	7.8/14	8.1/15
7:00	86. Life Goes On 5.8/13	3. 60 Minutes 15.4/34	83. Against All Odds 6.1/14	93. True Colors 4.5/10
7:30			81. Against All Odds* 6.2/13	90. Parker Lewis 5.0/11
8:00	20. Am Fun Hme Vid 12.4/23	18. Murder, She Wrote 12.7/23	74. Mann & Machine 6.8/12	73. Roc 6.9/13
8:30	33. ABC Sunday Night Movie—Pink Cadillac 10.8/18			23. In Living Color 12.0/21
9:00		15. CBS Sunday Movie—Kraft's: The Secret 13.3/23	55. NBC Sunday Night Movie—Revolver 9.2/16	13. Married w/Childn 13.4/22
9:30				38. Herman's Head 10.5/17
10:00				70. Std by Your Man 7.3/13
10:30				89. Get a Life 5.4/10
WEEK'S AVGS	10.4/19	10.1/18	10.2/18	7.3/13
SSN. TO DATE	12.1/20	13.7/22	12.2/20	8.0/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KLZ(AM) Denver □ Sold by Summit Communications Corp. to Donald Crawford for $1.5 million. **Seller** is principally owned by trustees of the Gordon Gray family and owns WAOK(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; WFYR-FM Chicago; KJMV(FM) Dallas; KHVN(AM) Fort Worth; WONE(AM)-WTUE(FM) Dayton, Ohio; KAZY(FM) Denver and WRKS-FM New York. **Buyer** is the principal of Crawford Broadcasting Co. and owns WDJZ(FM) Birmingham, Ala.; KBRT(AM) Avelon, Calif.; WYCA(FM) Hammond, Ind.; WMUZ(FM) Detroit; WDCX(FM) Buffalo, N.Y., and KPBC(AM) Garland, Tex. KLZ is fulltimer on 560 khz with 5 kw. *Broker: H.B. La Rue, Media Brokers*

WSJP(AM)-WBLN-FM Murray, Ky. □ Sold by Starlite Communications Inc. to WML Communications Inc. for $1.225 million cash. **Seller** is headed by Michael G. Karem and has no other broadcast interests. **Buyer** is headed by Sam Parker and has no other broadcast interests. WSJP has C&W format on 1130 khz with 2.5 kw day and 250 w night. WBLN-FM has AC format on 103.7 mhz with 100 kw and antenna 661 feet above average terrain.

KATM(FM) Colorado Springs □ Sold by Surrey Front Range LP to Falcon Media Inc. for $950,000. **Seller** is headed by J. Kent Nichols and has no other interests. **Buyer** is headed by Edward Atsinger and the Roland Hinz and Lila Hinz Living Trust. Atsinger is a principal in Salem Communications, which controls: WMCA(AM) New York; KGER(AM) Los Angeles; WYLL(FM) Chicago; WAVA(FM) Washington; WEZE(AM) Boston; KGNW(AM) Seattle; WKPA(AM)-WORD(FM) Pittsburgh; KPDQ-AM-FM Portland; KLFE(AM) Riverside-San Bernardino; KPRZ(AM) San Diego; KDAR(FM) Oxnard and KAVC(FM) Rosamond, all Calif., and WRFD(AM) Columbus, Ohio. Atsinger is also a principal in KKLA(AM) Los Angeles, KFAX(AM) San Francisco, KKXX(FM) Bakersfield and KEZL(FM) Fowler, all California. KATM(FM) is on 100.7 mhz with 13.5 kw and antenna 2,218 feet above average terrain. *Brokers: Media Venture Partners and Kalil & Co.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$304,500** □ **5**

FM's □ **$1,002,500** □ **4**

AM-FM's □ **$1,750,000** □ **2**

TV's □ **$860,000** □ **2**

Total □ **$3,917,000** □ **13**

1992 to Date:

AM's □ **$15,104,586** □ **53**

FM's □ **$49,775,746** □ **71**

AM-FM's □ **$62,449,925** □ **42**

TV's □ **$251,190,620** □ **18**

Total □ **$378,520,877** □ **184**

For 1991 total see Jan. 27, 1992 BROADCASTING.

WVGA(TV) Valdosta, Ga. □ Sold by Morris Network Inc. to Tallahassee Channel 27 Inc. for $850,000. Terms: $700,000 cash at closing and $150,000 five-year noncompete covenant. **Seller** is headed by Charles H. Morris, and has interests in WMGT(TV) Macon, Ga; WDHN(TV) Dothan, Ala., and KARK-TV Little Rock, Ark. **Buyer** is headed by Elio Betty Jr., and is licensee of WTXL-TV Tallahassee, Fla. WVGA is ABC affiliate on ch. 44 with 1,285.3 kw visual, 257 kw aural and antenna 920 feet above average terrain.

WBTI(FM) Lexington, Mich. □ CP sold by Vector Broadcasting Inc. to Hanson Communications Inc. for $350,000. Terms: $300,000 cash at closing and $50,000 consulting agreement. **Seller** is headed by Timothy Martz, and is also permittee of WXEB(FM) Chateaugay, N.Y., and WKNW-FM Canaan, Vt. Martz has 90% interest in permittees of WBFX(FM) Grand Marais, Minn., KYWG(FM) Sarles, N.D., and in licensees of WKNW(AM)-WYSS(FM) Sault Ste. Marie, Mich., and WEST(AM)-WBPW(FM) Caribou-Presque Isle, Maine. He has 80% interest in licensees of WFNL(FM) Sturgeon Bay, Wis., WZNL(FM) Nor-

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WINTER ARBITRON RATINGS TOP SIX MARKETS

Station	*Format*	*Fall*	*Winter*
1. New York			
WRKS (FM)	**Urban**	**5.2**	**5.5**
WLTW (FM)	**Soft AC**	**5.8**	**5.4**
WBLS (FM)	**Urban**	**4.4**	**4.9**
WMXV (FM)	**Soft AC**	**4.2**	**4.3**
WCBS (FM)	**Oldies**	**4.9**	**4.2**
WXRK (FM)	**Classic Rock**	**3.9**	**4.1**
WOR (AM)	**Talk**	**3.3**	**4.0**
WQHT (FM)	**CHR**	**4.8**	**3.9**
WINS (AM)	**News**	**4.1**	**3.8**
WNEW (FM)	**AOR**	**3.8**	**3.7**
2. Los Angeles			
KPWR (FM)	**CHR**	**4.3**	**6.0**
KIIS (AM-FM)	**CHR**	**4.9**	**5.0**
KOST (FM)	**Soft AC**	**6.0**	**4.8**
KWKW (AM)	**Spanish**	**3.8**	**4.2**
KBIG (FM)	**AC**	**3.2**	**4.2**
KKBT (FM)	**Urban**	**3.8**	**3.8**
KLOS (FM)	**AOR**	**4.4**	**3.5**
KRTH (FM)	**Oldies**	**4.0**	**3.5**
KABC (AM)	**Talk**	**4.2**	**3.4**
KLVE (FM)	**Spanish**	**4.0**	**3.3**
3. Chicago			
WGN (AM)	**MOR/Talk**	**8.5**	**8.8**
WGCI (FM)	**Urban**	**6.8**	**6.8**
WBBM (FM)	**CHR**	**5.1**	**5.0**
WUSN (FM)	**Country**	**3.8**	**4.7**
WBBM (AM)	**News**	**5.1**	**4.0**
WWBZ (FM)	**AOR**	**3.8**	**4.0**
WVAZ (FM)	**Urban**	**4.2**	**3.9**
WXRT (FM)	**AOR**	**3.3**	**3.8**
WLIT (FM)	**AC**	**3.4**	**3.7**
WJJD (AM)	**Standards**	**3.2**	**3.4**
4. San Francisco			
KGO (AM)	**News/Talk**	**8.4**	**8.4**
KCBS (AM)	**News**	**5.5**	**4.9**
KMEL (FM)	**CHR**	**5.3**	**4.6**
KFRC (AM)	**Nostalgia**	**4.3**	**4.5**
KOIT (FM)	**Soft AC**	**3.0**	**3.9**
KSAN (FM)	**Country**	**2.9**	**3.7**
KNBR (AM)	**Talk**	**3.3**	**3.4**
KIOI (FM)	**AC**	**2.7**	**3.3**
KSOL (FM)	**Urban**	**2.9**	**2.8**
KABL (FM)	**AC**	**2.7**	**2.8**
5. Philadelphia			
KYW (AM)	**News**	**7.6**	**8.4**
WUSL (FM)	**Urban**	**6.8**	**7.1**
WMMR (FM)	**AOR**	**7.2**	**6.2**
WEAZ (FM)	**AC**	**5.1**	**6.0**
WYSP (FM)	**Classic Rock**	**6.2**	**5.9**
WPEN (AM)	**Nostalgia**	**4.3**	**5.5**
WEGX (FM)	**CHR**	**4.9**	**4.9**
WWDB (FM)	**Talk**	**4.7**	**4.8**
WXTU (FM)	**Country**	**4.9**	**4.3**
WYXR (FM)	**AC**	**3.8**	**4.2**
6. Detroit			
WJR (AM)	**News/Talk/AC**	**9.3**	**8.3**
WJLB (FM)	**Urban**	**6.6**	**6.3**
WWJ (AM)	**News**	**6.3**	**6.2**
WWWW (FM)	**Country**	**5.3**	**5.0**
WXYT (AM)	**News/Talk**	**4.3**	**4.8**
WLTI (FM)	**Soft AC**	**3.8**	**4.7**
WHYT (FM)	**CHR**	**4.4**	**4.6**
WLLZ (FM)	**AOR**	**4.3**	**4.5**
WJOI (FM)	**Easy**	**3.9**	**4.4**
WKQI (FM)	**CHR**	**4.7**	**4.4**

Source: Arbitron. Persons 12 plus, total week, Winter 1992.

MORE TOP-LEVEL CHANGES ANNOUNCED AT UNISTAR

Programing chief Salamon to head West Coast office; Teeson to form own company

By Peter Viles

In what appears to be the last trickle of executive changes stemming from its formation by merger in 1989, the Unistar Radio Networks put longtime programing chief Ed Salamon in charge of the network's new West Coast office and said goodbye to another Colorado-based executive.

The changes come one month after Unistar's Colorado-based co-chairman and chief executive officer C. T. "Terry" Robinson resigned, leaving management of the networks to the other co-chairman and CEO, Nick Verbitsky.

On April 15, Verbitsky announced he had chosen Salamon to run Unistar's new West Coast offices in Valencia, Calif. Salamon, who joined Verbitsky and Dick Clark in founding United Stations in 1981, will retain his title and duties as president of programing and will take on management of the Valencia office, with responsibility for Unistar's satellite formats.

Unistar's CEO Nick Verbitsky

A native of Pittsburgh, Salamon first made his mark in radio at KDKA, where he pioneered the technique of call-out music research in the early 1970's. He later became program director at WHN(AM), then New York's dominant country station, and also served as national program director for Storer Radio before joining in the founding of United Stations.

"Ed and I have been colleagues, partners and friends for 17 years now," Verbitsky said. "I have no doubt that Ed's effective leadership will translate perfectly into the satellite format arena."

On Monday (April 20), Unistar's senior vice president for affiliate relations, Jim Teeson, resigned to start his own media services company. Teeson, a veteran of the Transtar Radio Networks, joins several other former Transtar executives who have departed Unistar, including Robinson, Gary Fries (now president of the Radio Advertising Bureau) and operations director Tom Page.

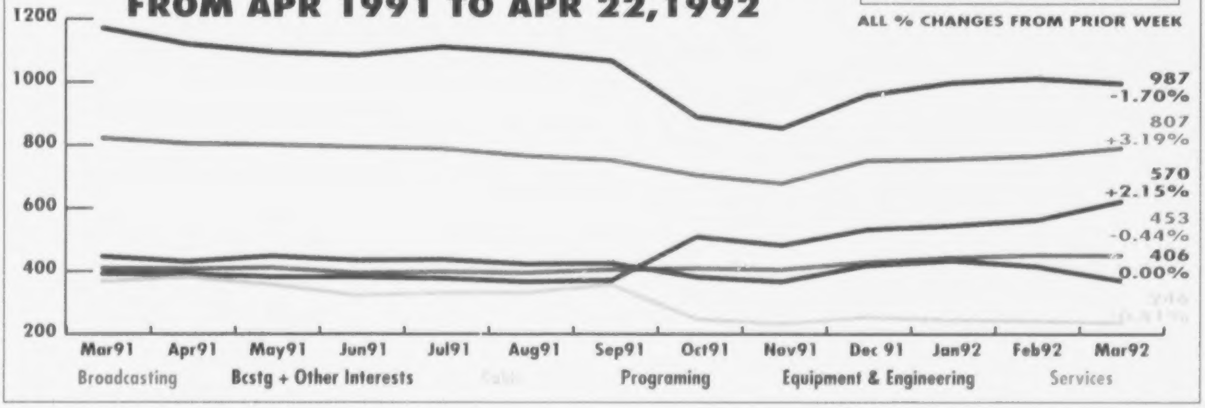
"I've had an enjoyable and productive five years with Transtar and Unistar," Teeson said. "I have the utmost respect for Nick Verbitsky, Ed Salamon, Bill Hogan and many of my colleagues. There's a tremendous pool of talent and some of this country's best broadcasters at Unistar." ■

Broadcasting's By The Numbers

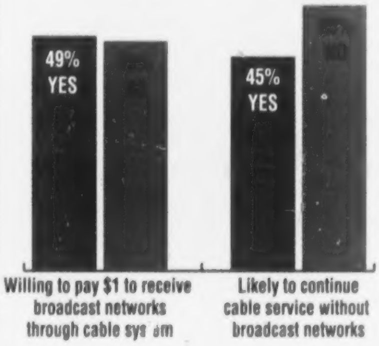
STOCK MARKET PERFORMANCE AVERAGES FROM APR 1991 TO APR 22,1992

NASDAQ: 578.23 (-2.79%)
S&P Ind.: 485.36 (-1.30%)

ALL % CHANGES FROM PRIOR WEEK

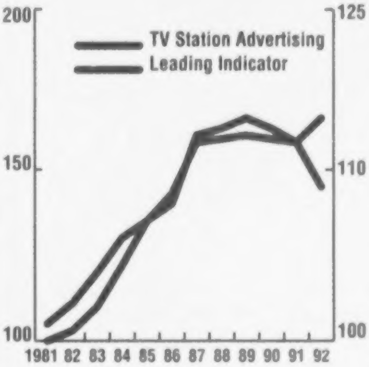


IF CABLE SYSTEM DIDN'T TRANSMIT BROADCAST* NETWORKS



Source: Survey by Lintas Worldwide * ABC, CBS, NBC and FOX

TELEVISION STATION ADVERTISING INDEX



Source: Cahners Economics

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,625	1,013	5,638
Educational FM	1,522	321	1,843
Total Radio	**11,129**	**1,334**	**12,463**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	168	749
Educational VHF TV	124	5	129
Educational UHF TV	234	10	244
Total TV	**1,496**	**201**	**1,697**
VHF LPTV	446	151	597
UHF LPTV	785	858	1,643
Total LPTV	**1,231**	**1,009**	**2,240**
FM translators	1,887	360	2,247
VHF translators	2,509	76	2,585
UHF translators	2,336	399	2,735

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

A Delaware court is now the venue for controversy surrounding the aborted $70.2 million sale of WHO-AM-TV and KLYF(FM) Des Moines, and KFOR-TV Oklahoma City. Attorneys representing would-be purchaser VS&A Communications Partners LP, the majority owner of Hughes Broadcasting Partners, asked the court to force the seller, Palmer Communications, to resume negotiations toward a definitive contract. The suit is also said to assert that Palmer's firing of its VP, broadcasting, Ken McQueen, violated a provision in the sale's letter of intent. Last Tuesday Palmer filed a motion to dimsiss the suit, saying it had no binding obligation to negotiate or executive a definitive agreement. A hearing on the motion to dismiss has been set for May 26. If the court allows the suit to proceed, the trial is expected to begin in late July.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 12. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.6/223/96
2. Star Trek	12.1/235/98
3. Jeopardy!	10.6/214/96
4. Oprah Winfrey Show	10.4/222/99
5. Entertainment Tonight	7.8/186/95
6. Married...With Children	7.4/175/93
7. Current Affair	7.1/175/94
8. Wheel of Fortune	6.6/182/78
9. Cosby Show	6.1/203/96
10. Donahue	5.9/226/99
10. Inside Edition	5.9/130/87
12. Sally Jessy Raphael	5.4/208/96
13. Hard Copy	5.2/175/93
13. Star Search	5.2/189/96
14. In the Line of Duty	5.1/100/74

Blair Television has signed a new agreement to handle the national and spot TV sales for King Broadcasting Co. and the new ownership of the five-station group, the Providence Journal Corp., effectively expanding the relationship Blair has had with King since 1949. According to Tim McAuliff, president of Blair Television, the rep firm will also take over responsibility for King's regional rep firm, Northwest TV Sales.

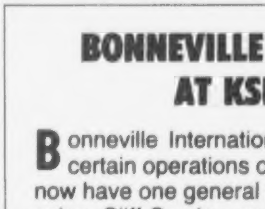
BONNEVILLE RESTRUCTURES MANAGEMENT AT KSL-AM-TV SALT LAKE CITY

Bonneville International announced it is combining management and certain operations of its KSL-AM-TV Salt Lake City. The two stations will now have one general manager, William Murdoch; one vice president for sales, Cliff Snyder, and one vice president for news and programing, Al Henderson. Murdoch, formerly general manager of KSL-TV, will continue to report to KSL President Bruce Reese.

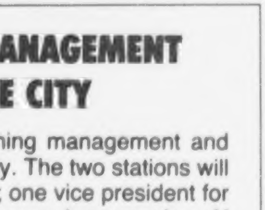
According to Reese, "Our primary product is news in both properties. We have benefitted from increasing cooperation between the two newsgathering organizations over the past few years. It is only natural that we recognize that cooperation in our organization structure."

Rodney Brady, Bonneville International president, added: "The objective is to cause the two stations to operate as much as possible as a single unit." He said the workforce would not be reduced, but instead, "the same number of people will get much more accomplished."

Brady added that Bonneville was still working on any physical relocation involving the CBS-TV affiliate and the news and information radio station. ■


William Murdoch

Cliff Snyder


Al Henderson

David Kirschner was named chairman of Hanna-Barbera Inc. last week after serving as the company's president-CEO since 1989. The move is seen as an effort to get the company that TBS acquired five months ago more involved in theatrical production. Coinciding with Kirschner's appointment, the company also announced that **Fred Seibert has been hired as president.** Seibert, who most recently oversaw his own advertising agency, Fred/Alan Inc., will be responsible for the day-to-day administrative operations of Hanna-Barbera.

Kevin Slattery, executive in charge of production of Tribune Entertainment's *The Dennis Miller Show*, has been named producer of the late night talk show, which averaged a 1.3 rating/7 share (NSI) in the February sweeps. Also, **Larry Ferber,** who came over on loan from Tribune's *Joan Rivers*

C1850-14

MAY 4

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FIRST IN TELEVISION CABLE RADIO SATELLITE

- ☐ **EXCLUSIVE INTERVIEW: LATE-NIGHT TALK FROM ARSENIO / 4**
- ☐ **NEW SEASONS IN THE SUN: SUMMER PROGRAMING HEATS UP / 26**
- ☐ **RUSH LIMBAUGH TALKS HIS WAY INTO KEY BABY-BOOMER DEMOS / 55**

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NCTA

This Week

REREG? MAYBE NOT / 4

NCTA President Jim Mooney sees prospects for House passage of cable reregulation growing dimmer, especially considering the committee obstacles it faces.

NEW SEASONS IN THE SUN / 26

The networks will premiere new series and offer additional episodes of existing series in the next few months, a continuation of the trend toward original programing in the summer.

NCTA SPECIAL REPORT / 35

Three key players in cable technology discuss the outlook for HDTV and compression **(p. 35)**. Ten of the industry's fast-rising executives—"The Next Generation"—are profiled **(p. 40)**. Operators and advertisers say the timing isn't right, but three new services are set to launch by year's end **(p. 42)**.

RETRANSMISSION CONSENT PLEA / 50

Senate Communications Subcommittee Chairman Daniel Inouye, who favors the retransmission-consent provisions already included in S. 12, asked the Copyright Subcommittee last week to refrain from action that might delay or impede the bill.

Rush Limbaugh takes talk where no host has gone before: to the baby-boomers (p. 55)

MINING AM GOLD: RUSH IS ON / 55

Radio host Rush Limbaugh has vaulted his caustic talk into the key-demo heavens, reaching much-sought-after baby-boomers via 480 stations.

WHAT'S UPFRONT COUNTS LESS / 58

The barter upfront market is facing a diminishing pool of advertisers, and the small core of buyers is concentrating on first-tier syndicated product like *Roseanne* and *Deep Space Nine*.

'Roseanne' does OK, but pool of upfront buyers getting smaller (p. 58)

THE SMART TV AGE / 64

By the end of the year, cable customers may be able to use new InSight Telecast technology to see program titles on-screen, call up a program by title, or search for programs by theme or category.

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TIME WARNER, IBM DISCUSSING INTERACTIVE TV

Both sides talking to other potential partners as well

By Steve McClellan

Time Warner and IBM executives are holding discussions about a possible joint venture to develop interactive television systems.

Time Warner sources say that the IBM talks have been going on for perhaps a year or more, although the story broke only last week. Sources say that a deal is not imminent and that both sides continue to talk to other potential partners; Time Warner is said to have talked to AT&T and Apple.

According to reports last week, the IBM-Time Warner talks focus on using IBM data transmission and interactive technology to develop a service or services that cable viewers can tap to call up movies or other shows from Time Warner's vast program library.

The talks also envision linking cable systems around the country in a service that would enable subscribers in different regions to interact with one another to, say, play a video game or access an array of program services.

IBM and Time Warner have pioneered several interactive technology efforts. IBM is a partner with Sears in the Prodigy interactive computer service based in White Plains, N.Y. The service provides a number of information and entertainment services.

Time Inc., before its merger with Warner Communications, spent close to $20 million by some accounts on a New York-based Teletext research and development project. Several ATC cable systems were involved in the effort, which according to one Time source generated a lot of valuable data, but it did not go forward.

Warner has dabbled with interactivity since the 1970's with the development of its Qube system, which offered pay per view and other services. One company executive acknowledged last week that Qube was largely a "loss leader" that helped Warner win some franchise battles but never really caught on with viewers. ■

Broadcasting's Ratings Week Apr 20-26

	ABC	CBS	NBC	FOX
MONDAY	9.8/15	13.4/22	12.1/20	6.6/11
8:00	65. FBI: Untold Str. 9.4/16	36. Evening Shade 11.7/20	26. Fresh Prince 12.7/22	85. A Concert for Life 6.6/11
8:30	51. Amer Detective 10.7/17	41. Brooklyn Bridge 11.5/19	25. Blossom 12.9/21	
9:00	62. ABC Monday Night Movie—Star Trek III: The Search for Spock 9.6/15	8. Murphy Brown 15.0/23	35. NBC Monday Night Movie—Lady Against All Odds 11.8/19	
9:30		10. Designg Wmn 14.7/23		
10:00		15. Northern Exposure 13.8/23		
10:30				
TUESDAY	15.4/25	11.3/18	10.0/16	NO PROGRAMING
8:00	10. Full House 14.7/25	40. Rescue: 911 11.6/19	54. In the Heat of the Night 10.4/17	
8:30	2. Home Improvmt 18.2/29			
9:00	1. Roseanne 20.0/31	45. CBS Tuesday Movie—Murder in New Hampshire 11.2/18	52. Law and Order 10.5/16	
9:30	4. Coach 16.8/26			
10:00	43. Civil Wars 11.4/19		68. Dateline NBC 9.1/16	
10:30				
WEDNESDAY	9.2/16	11.7/20	12.1/20	NO PROGRAMING
8:00	36. Wonder Years 11.7/21	78. Royal Family 7.6/14	15. Unsolved Mysteries 13.8/24	
8:30	45. Doogie Howser 11.2/19	70. Davis Rules 8.7/15		
9:00	69. Room for Two 8.8/14	26. Jake and the Fatman 12.7/20	32. Seinfeld 11.9/19	
9:30	79. Sibs 7.4/12		43. Seinfeld 11.4/18	
10:00	79. Search for the New Ideal Man 7.4/14	14. 48 Hours 14.0/24	58. Quantum Leap 10.0/17	
10:30				
THURSDAY	11.2/19	8.9/15	13.6/22	11.6/19
8:00	64. Columbo 9.5/16	66. Top Cops 9.3/17	32. Cosby 11.9/21	41. Simpsons 11.5/21
8:30			23. A Diffrnt World 13.1/22	67. Drexell's Class 9.2/16
9:00		61. Street Stories 9.8/15	7. Cheers 15.4/24	26. Beverly Hills 90210 12.7/20
9:30			21. Wings 13.5/21	
10:00	10. Primetime Live 14.7/25	76. Human Factor 7.7/13	15. L.A. Law 13.8/23	
10:30				
FRIDAY	12.3/22	9.6/18	8.3/15	5.8/11
8:00	32. Family Matters 11.9/24	52. Elvis: The Great Performances 10.5/19	60. Matlock 9.9/19	86. America's Most Wanted 6.2/12
8:30	36. Step By Step 11.7/22			
9:00	49. Dinosaurs 10.8/19		72. I'll Fly Away 8.0/14	88. Sightings 5.4/10
9:30	56. Baby Talk 10.3/18			
10:00	13. 20/20 14.4/26	73. Burt Reynolds' Conversations With 7.9/15	82. Fifth Corner 7.0/13	
10:30				
SATURDAY	13.3/25	7.6/14	10.8/20	7.5/14
8:00	26. Who's the Boss? 12.7/24	73. CBS Saturday Movie—Honey, I Shrunk the Kids 7.9/14	31. Golden Girls 12.3/24	84. Cops 6.8/13
8:30			56. Empty Nest 10.3/19	71. Cops 2 8.1/15
9:00	22. Growing Pains 13.3/24		36. Empty Nest 11.7/21	75. Code 3 7.8/14
9:30			54. Nurses 10.4/18	81. AMW: Lady Killer 7.1/13
10:00	15. MacGyver 13.8/26	83. Trials of Rosie O'Neill 6.9/13	58. Sisters 10.0/19	
10:30				
SUNDAY	12.9/21	16.5/27	8.1/13	8.9/15
7:00	62. Life Goes On 9.6/18	3. 60 Minutes 18.2/34	93. Disaster Files 5.0/10	91. True Colors 5.2/10
7:30			91. Against All Odds 5.2/9	87. Parker Lewis 5.6/10
8:00	9. Am Fun Hme Vid 14.8/25	5. Murder, She Wrote 16.6/27	89. Mann & Machine 5.3/9	30. In Living Color 12.6/21
8:30	20. Am Fun People 13.7/22			49. Roc 10.8/17
9:00	15. ABC Sunday Night Movie—Stay the Night, Pt. 1 13.8/22	6. CBS Sunday Movie—Honor Thy Mother 15.5/24	48. Hallmark Hall of Fame—Miss Rose White 11.0/17	23. Married w/Chldrn 13.1/20
9:30				45. Herman's Head 11.2/17
10:00				76. Std by Your Man 7.7/12
10:30				89. Get a Life 5.3/9
WEEK'S AVGS	12.0/20	11.5/19	10.6/18	8.2/14
SSN. TO DATE	12.1/20	13.6/22	12.2/20	8.0/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

WINTER ARBITRON RATINGS, MARKETS 7-10

Station	*Format*	*Fall*	*Winter*
7. Washington			
WPGC(FM)	**CHR**	**9.2**	**8.8**
WMZQ(AM-FM)	**Country**	**5.8**	**6.1**
WGAY(FM)	**Easy**	**5.2**	**5.0**
WMAL(AM)	**News/Talk**	**5.1**	**4.9**
WWDC(FM)	**AOR**	**3.0**	**4.0**
WMMJ(FM)	**AC**	**3.9**	**4.0**
WRQX(FM)	**Hot Mix**	**4.4**	**3.9**
WTOP(AM)	**News**	**4.3**	**3.7**
WCXR(FM)	**Classic Rock**	**2.3**	**3.3**
WASH(FM)	**AC**	**4.7**	**3.2**
WXTR(FM)	**Oldies**	**3.1**	**3.2**
8. Dallas-Fort Worth			
KSCS(FM)	**Country**	**11.2**	**9.9**
KPLX(FM)	**Country**	**7.3**	**6.5**
KJMZ(FM)	**Urban**	**4.0**	**5.7**
KVIL(AM-FM)	**AC**	**5.3**	**5.6**
KTXQ(FM)	**AOR**	**5.2**	**4.7**
KKDA(FM)	**Urban**	**4.4**	**4.7**
WBAP(AM)	**Country**	**5.3**	**4.3**
KLRX(FM)	**Urban**	**4.4**	**3.9**
KRLD(AM)	**News/Sports**	**4.0**	**3.8**
KEGL(FM)	**CHR**	**3.9**	**3.5**
9. Boston			
WRKO(AM)	**Talk**	**6.4**	**7.4**
WBZ(AM)	**AC**	**7.5**	**5.9**
WZOU(FM)	**CHR**	**5.3**	**5.9**
WXKS(FM)	**CHR**	**5.5**	**5.8**
WBCN(FM)	**AOR**	**5.3**	**5.4**
WMJX(FM) WMEX(AM)	**AC**	**5.4**	**5.2**
WHDH(AM)	**Talk**	**3.9**	**4.9**
WODS(FM)	**Oldies**	**4.2**	**4.6**
WBMX(FM)	**AC Mix**	**4.5**	**4.4**
WSSH(FM)	**Easy**	**4.5**	**4.3**
WVBF(FM)	**AC**	**3.0**	**4.3**
10. Houston-Galveston			
KILT(FM)	**Country**	**8.9**	**8.7**
KIKK(FM)	**Country**	**6.6**	**7.1**
KLOL(FM)	**AOR**	**5.4**	**5.8**
KHMX(FM)	**AC**	**6.2**	**4.9**
KTRH(AM)	**News/Talk**	**5.3**	**4.8**
KRBE(AM-FM)	**CHR**	**4.0**	**4.7**
KODA(FM)	**Soft AC**	**5.7**	**4.7**
KBXX(FM)	**Urban**	**6.1**	**4.7**
KQUE(FM)	**Nostalgia**	**3.4**	**4.6**
KLDE(FM)	**Oldies**	**3.8**	**3.8**
KMJQ(FM)	**Urban**	**4.1**	**3.8**

Note: The following corrects the Los Angeles ratings from BROADCASTING of April 27, which contained an error:

2. Los Angeles			
KIIS(AM-FM)	**CHR**	**4.9**	**5.0**
KPWR(FM)	**CHR**	**4.3**	**5.0**
KOST(FM)	**Soft AC**	**6.0**	**4.8**
KWKW(AM)	**Spanish**	**3.8**	**4.2**
KBIG(FM)	**AC**	**3.2**	**4.2**
KKBT(FM)	**Urban**	**3.8**	**3.8**
KLOS(FM)	**AOR**	**4.4**	**3.5**
KRTH(FM)	**Oldies**	**4.0**	**3.5**
KABC(AM)	**Talk**	**4.2**	**3.4**
KLVE(FM)	**Spanish**	**4.0**	**3.3**

Source: Arbitron, persons 12-plus, total week, winter 1992

SAGA TO MAKE PUBLIC OFFERING

Sale of 2.3 million shares expected to raise $27.6 million; $5.5 million will be used to reduce long-term bank debt

By Peter Viles

The latest radio group to look to Wall Street for financial backing is Saga Communications Inc., the Michigan-based company that owns 15 stations in medium-sized markets.

In a "quiet filing" with the Securities and Exchange Commission, Saga proposes the sale of 2.3 million shares of common stock at a maximum price of $12 per share, to raise a total of $27.6 million.

After underwriting costs, Saga says it expects to raise $19.8 million through the offering. It plans to use $14.3 million to redeem outstanding preferred stock and prepay long-term debt held by Boston Ventures Limited Partnership, a principal stockholder, and $5.5 million to reduce its long-term bank debt. The chief underwriters are First Boston Corp. and Fuman Selz.

Saga's chairman and chief executive officer, Ed Christian, would retain control of the company through his continued ownership of all Class B shares, which have 10 times the voting rights of the Class A shares to be offered.

In its filing, Saga reports 1991 revenues of $25.9 million, station operating income of $9.4 million, and operating profit of $3.4 million. Interest payments on outstanding debt of $39.5 million, however, resulted in a pre-tax loss of $2.1 million in 1991, the filing says.

The company, which began operations in 1986, told the SEC its strategy is to operate "top-billing radio stations in mid-sized markets," or those ranked from 20 to 130 in size. In the filing, Saga says its stations rank among the top three in billing in six of the seven markets where it has stations.

Saga's stations include WSNY(FM) and WVKO(AM) Columbus, Ohio; WKLH(FM) Milwaukee; WNOR(AM-FM) Norfolk, Va.; KRNQ(FM) and KRNT(AM) Des Moines, Iowa; WAQY (AM-FM) Springfield, Mass.; WMGX(FM) and WGAN(AM) Portland, Me.; WYMG(FM) Springfield, Ill.; WZID(FM) and WFEA(AM) Manchester, N.H., and WLRW(FM) Champaign, Ill. ■

COUNTRY, OLDIES ONLY BRIGHT SPOT IN FIRST-QUARTER REVENUES

Country and oldies stations posted healthy revenue gains through the first three months of 1992, according to a survey that shows overall radio revenues essentially flat.

The survey of stations in 90 markets, conducted by Miller, Kaplan, Arase & Co., also shows that national spot revenues continue to slide: down 15% from March 1991 to March 1992, and down 13% for the first quarter.

Local revenues, meanwhile, continue to rebound modestly: up 4% from March 1991 to March 1992, and up 3% for the first quarter.

Total revenues slid 1% from March 1991 to March 1992, but remained 1% ahead of 1991's first-quarter level.

When broken down by format, the survey shows country stations and oldies stations both posting 12% overall revenue increases through the first quarter. Urban contemporary stations posted a 1% gain, while other major formats showed decreases: adult contemporary is down 4%, album-oriented rock is down 5%, news and news/talk are both down 4% and contemporary hit radio is off 15%.

When broken down by region, the survey shows local revenues rebounding the strongest in Louisiana (up 11% in the first quarter) and North Carolina (up 11%), and the weakest in Georgia (down 4%), Virginia, Alabama and Mississippi (all down 2%). **-PV**

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KLOK(AM) San Jose, Calif. □ Sold by Bahia Radio Inc. to Metro Mix Inc. for $6.0625 million. Terms: $5,334,985 cash at closing and $727,515 interest-bearing note and three-year noncompete covenant. **Seller** is headed by Daniel L. Villanueva, who also has interests in buyer of KPLS(AM) Orange, Calif. (see below). **Buyer** is headed by Christopher Marks, and has no other broadcast interests; assigneee is subsidiary of EXCL Communications Inc. KLOK has Spanish news format on 1170 khz with 50 kw day and 5 kw night.

KZIA-TV Las Cruces, N.M. (El Paso, Tex.) □ Sold by Southwestern Broadcasting Co. to Two If By Sea Broadcasting Corp. for $900,000 on terms. **Seller** is headed by Robert Munoz, and has no other broadcast interests. **Buyer** is headed by Michael L. Parker, who, with secretary Linda L. Hendrickson, has interests in licensee of WHRC(TV) Norwell, Mass. KZIA-TV is ABC affiliate on channel 48 with 79.4 kw visual and 7.9 kw aural with antenna 113 feet above average terrain. *Broker: The Proctor Group Inc.*

KPLS(AM) Orange, Calif. □ Transfer of licensee Orange County Broadcasting Corp. to Daniel L. Villanueva Family Trust for $600,000 cash. **Seller** is headed by David J. Hubbard, et al., who are selling combined 37.83% interest in licensee. **Buyer** is headed by Daniel L. Villanueva and Judith Villanueva, trustees. Daniel L. Villanueva and James J. Villanueva are each 50% shareholders of licensee of KBRG(FM) Fremont, Calif., and in licensee of KLOK(AM) San Jose, Calif., which is being sold (see above). Daniel L. Villanueva is 19.81% shareholder of licensee of WMDO(AM) Wheaton, Md. (Washington), and LPTV W48AW Washington. KPLS has Spanish format on 830 khz with 2.5 kw day and 1 kw night.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$7,610,352** □ **9**

FM's □ **$1,348,407** □ **8**

AM-FM's □ **$425,000** □ **1**

TV's □ **$900,000** □ **1**

Total □ **$10,283,759** □ **19**

1992 to Date:

AM's □ **$32,714,938** □ **62**

FM's □ **$51,124,153** □ **79**

AM-FM's □ **$62,874,925** □ **43**

TV's □ **$252,090,620** □ **19**

Total □ **$388,804,636** □ **203**

For 1991 total see Jan. 27, 1992 BROADCASTING.

KKLO(AM) Leavenworth, Kan. □ Sold by KKLO Inc. to Chara Communications Inc. for $450,000 cash. **Seller** is headed by Michael Wodlinger, and has interests in WIXI(FM) Naples Park, Fla. **Buyer** is headed by William A. Neeck, and has no other broadcast interests. KKLO has Christian top-40 format on 1410 khz with 5 kw day and 500 w night.

WLSM-AM-FM Louisville, Miss. □ Sold by Winston Broadcasting Inc. to Harrison Broadcasting Co. for $425,000. Terms: $50,000 cash at closing and $375,000 10-year promissory note at 8.5%. **Seller** is headed by Thomas R. Boydstun, and has no other broadcast interests. **Buyer** is headed by Phillip A. Harrison, and has no other broadcast interests. WSLM(AM) has religious format on 1270 khz with 5 kw day. WLSM-FM has contemporary Christian format on 107.1 mhz with 3 kw and antenna 200 feet above average terrain.

KZZB(FM) Beaumont, Tex. □ Sold by Triplex Communications to GulfStar Broadcasting for $425,000. Station is off air. **Seller** is headed by Charles P. Frischmann and has no other broadcast interests. **Buyer** is headed by R. Steven Hicks, owner of Capstar Inc., licensee of WJDS(AM)-WMSI(FM) Jackson, Miss., and WSSL-AM-FM Greenville, S.C.; these stations are part of merger forming new company CF Media, consolidation of broadcast interests of Robert F.X. Sillerman (see April 6 "For the Record" item on KKCW[FM] Beaverton, Ore.). Hicks also has interests in WTAW(AM)-KTSR(FM) Bryan-College Station and

SOLD!

WINE-AM/WRKI-FM,
Danbury, Connecticut from
The Home News Company,
William Boyd, Chairman to
Danbury Broadcasters, Inc.,
Gary Starr, Principal for
$3,350,000.

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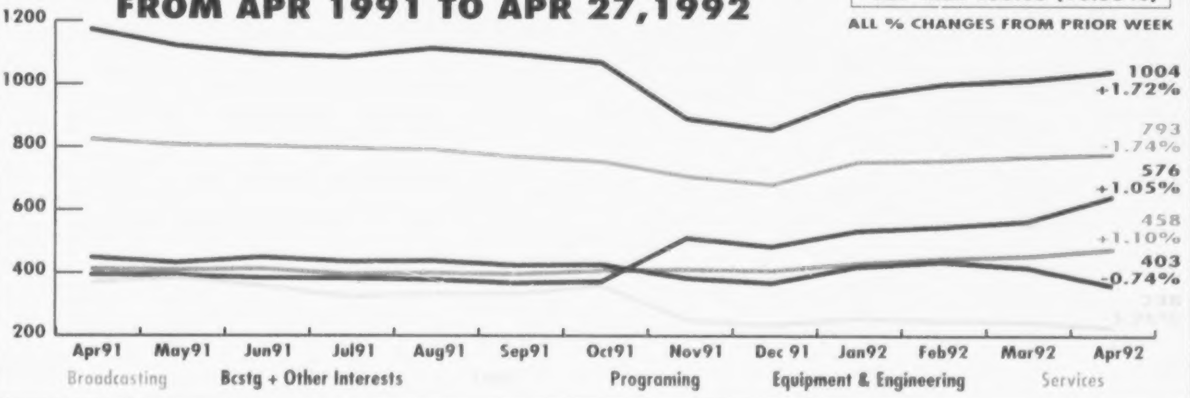
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM APR 1991 TO APR 27,1992

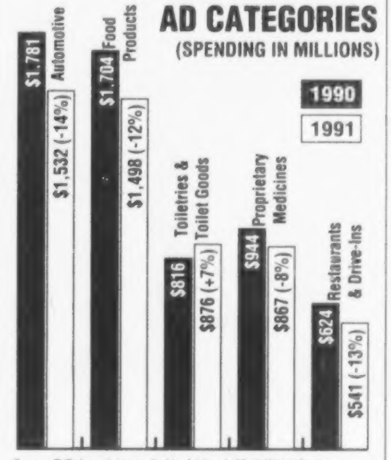
NASDAQ: 569.94 (-1.44%)
S&P Ind.: 488.05 (+0.55%)

ALL % CHANGES FROM PRIOR WEEK



TOP 5 NETWORK TV AD CATEGORIES

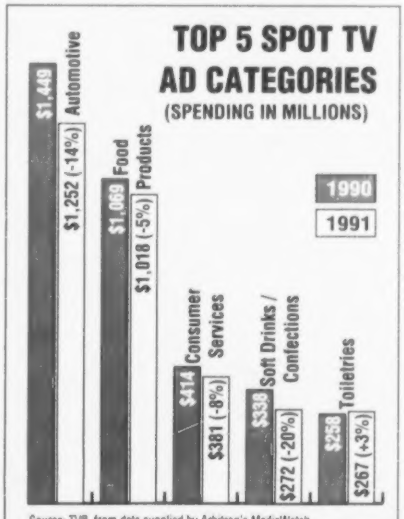
(SPENDING IN MILLIONS)



Source: TVB, from data supplied by Arbitron's MediaWatch Service.

TOP 5 SPOT TV AD CATEGORIES

(SPENDING IN MILLIONS)



Source: TVB, from data supplied by Arbitron's MediaWatch.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,625	1,013	5,638
Educational FM	1,522	321	1,843
Total Radio	**11,129**	**1,334**	**12,463**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	168	749
Educational VHF TV	124	5	129
Educational UHF TV	234	10	244
Total TV	**1,496**	**201**	**1,697**
VHF LPTV	446	151	597
UHF LPTV	785	858	1,643
Total LPTV	**1,231**	**1,009**	**2,240**
FM translators	1,887	360	2,247
VHF translators	2,509	76	2,585
UHF translators	2,336	399	2,735

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

In Brief

United States Telephone Association asked the FCC last Friday **to deny Cox Communications' proposed acquisition of 50.1% in Teleport-New York** on Staten Island. USTA charged the deal would violate the statutory prohibition against common ownership of telephone and cable facilities in the same area. Cox already owns a cable system on Staten Island. USTA said it opposes the crossownership ban, but as long as it remains in effect it should be applied "symmetrically" to bar cable interest in co-located telephone facilities as well as telco interest in co-located cable systems. Cox counsel Werner Hartenberger called the filing a "ridiculous argument." Said Hartenberger: "We had discussions with the FCC long ago and have had repeated discussions about the applicability of the rule and the short, simple answer is it is inapplicable. The rule applies to local exchange carriers, and Teleport there is not a local exchange carrier."

The **campaign finance bill** (S. 3/H.R. 3750), **sent to the President last Thursday** (April 30) following 58-42 Senate approval of the conference report, still **contains provisions strongly opposed by NAB** (BROADCASTING, Dec. 9, 1991). Broadcasters' greatest objection is over a provision giving Senate candidates adhering to certain campaign spending limits a 50% discount on the lowest-unit-rate charge for broadcast ads during the month prior to the November election. At deadline Friday, however, a presidential veto was expected, and the votes in both Houses on the conference report indicate the veto is likely to be sustained.

CBS Entertainment Productions is teaming up with Showtime to produce a two-hour drama, *Double Jeopardy*, set to debut on the pay TV service later this year. The deal, which Showtime labels as the first of its kind, calls for the movie to also air on CBS following the cable presentation.

ABC, CBS and NBC continue to offer fewer minutes of national and local paid ads in prime time than competing services with their average 9:12 (9 minutes and 12 seconds) per hour, according to Arbitron's Broadcast Advertiser Reports figures supplied by the Network Television Association. Syndicated shows have the most, with an average 13:21, based on a seven-program analysis, and cable networks averaged 11:12, based on an analysis of A&E, CNBC, Discovery, Lifetime, TNN, Nick at Nite and TNT.

FCC has granted Clear Channel Communications a waiver of the one-to-a-market rule clearing the way for the group owner to acquire KQAM(AM)-KEYN-FM Wichita, Kan., where it already owns KSAS-TV.

EZ Communications Inc. sold WOKV(AM)-WKQL(FM) Jacksonville, Fla., to Pacific Radio Partners Ltd. for $3.75 million. EZ Communications recently sold KISP(AM)-KMXX(FM) Phoenix for $5 million ("Changing Hands," March 2). EZ also owns two AM's and eight FM's. Buyer is headed by former radio group owner William Phalen. Broker: Kalil & Co.

Gateway Broadcasting Corp. sold WBNJ(FM) Cape May Court House, N.J., to the Avalon Group of Reading, Pa., for $850,000. Seller is headed by Joseph M. Isabel, and is licensee of WCSS(AM)-WKOL-FM Amsterdam, N.Y., as well as a cable TV system. Buyer is headed by Donald W. Greth, a radio talk show host in Reading, Pa. Broker: Media Services Group.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 19. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	12.4/224/97
2.	Jeopardy!	10.6/215/98
3.	Oprah Winfrey Show	10.0/230/99
4.	Star Trek	9.9/242/98
5.	Entertainment Tonight	7.7/191/96
6.	Current Affair	7.3/177/93
7.	Married...With Children	7.1/175/91
8.	Donahue	7.0/227/98
8.	Wheel of Fortune-wknd	7.0/188/93
10.	Cosby Show	6.2/202/97
11.	Inside Edition	6.0/132/86
12.	Sally Jessy Raphael	5.7/207/98
12.	WKRP In Cincinnati	5.7/231/96
14.	Hard Copy	5.2/174/91
15.	Love Connection	5.1/187/93

Federal Bankruptcy Court Judge Francis Conrad last week ordered that UPI be sold at auction on May 12, three days before the company said it would no longer be able to meet its payroll. The auction will be held in Rutland, Vt., where Conrad is normally based.

Salem Communications Corp. is negotiating with the co-owners of New York's WNEW(AM) in hopes of purchasing the legendary 50 kw adult standard station, which would be Salem's second AM station in New York. A source close to the negotiations with WNEW co-owners Westwood One and Sillerman Assets LP says an agreement may be several weeks away. Salem, which broadcasts religious programing on most of its stations, already owns WMCA(AM) New York.

Scientific-Atlanta and Sega Enterprises will demonstrate delivery of Sega's Time Traveler video game via a two-way fiber cable TV system during NCTA's National Show exhibition in Dallas this week. S-A says the demonstration indicates cable operators could use a central computer and video storage system to offer play-on-demand game services to standard home computers.

C1[illegible]-A

MAY 11

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FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ **L.A. STATIONS SUBPOENAED FOR RIOT FOOTAGE / 21**

❑ **CABLE GAME SHOWS ROLL DICE FOR CHANNEL SPACE / 28**

❑ **AUTOS MOVE SPOT MARKET ALONG ROAD TO RECOVERY / 38**

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This Week

CONFIDENT CABLE / 4

Fiber optics and digital compression have positioned cable to best telcos as "the most cost-effective highway to the home," NCTA conventioneers were told last week.

ABC FALL SCHEDULE DUE / 21

ABC is expected to release its fall schedule Tuesday, May 12, with the makeup of its Tuesday and Wednesday night lineups hinging on the fate of *The Wonder Years*.

FBI SUBPOENAS L.A. TAPES / 22

As part of its investigation into the police department's response to the riots, and to help it identify those who committed violent acts, the FBI has served subpoenas to Los Angeles TV stations for tapes of their aired coverage. The stations are expected to comply.

RAB PUSHES AD TASK FORCE / 26

The RAB board has recommitted itself to creating an industry-wide task force to promote radio to national advertisers. The continuing slide in ad revenue, and a sympathetic response from Katz Radio, may boost the plan's prospects.

THE GAME CHANNEL

Game show host Wink Martindale pitches the Game Channel at NCTA (p. 28)

GAME CHANNELS PREVIEWED / 28

Two game show channels, backed by deep-pocketed companies and incorporating interactive technology, are set to launch in 1993. Backers hope the revenue provided by 900-number participation by viewers will entice operators to the service.

AUTOS FUEL SPOT / 38

National spot spending was up 4.1% in the first quarter, and local was up 5.3%, fueled primarily by a rebound in automobile spending. Food and packaged goods lag behind.

TELCOS WATCH AND WAIT / 41

The possibility that cable reregulation may stall is good news to telephone companies, which believe a telco-cable crossownership provision has a good chance of getting into the next rereg attempt.

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Shape of ABC's Tuesday and Wednesday nights hinges on fate of 'Wonder Years' (p. 21)

BHC OFFERS $310 MILLION FOR WWOR-TV

Bid tops Disney offer, Pinelands board could still accept better offer

By Geoffrey Foisie

BHC Communications, a low-profile station group, raised its visibility significantly last week by thwarting the proposed merger between Disney's KCAL-TV Los Angeles and Pinelands, parent company of WWOR-TV New York. By making an $18-per-share cash offer for the New York station, BHC also may be indicating network-sized ambitions, since it already owns KCOP-TV Los Angeles.

BHC Chairman Herbert Siegel: Is he laughing last?

But is last Thursday's agreement the last move? The definitive agreement, expected to be filed with the Securities and Exchange Commission this week, makes clear that Pinelands is still free to accept a better offer.

Those dissatisfied Pinelands shareholders who insisted Disney was really buying Pinelands, rather than the other way around, will now see how interested a purchaser Disney is, if at all. As of Friday, the entertainment company had not responded, having officially been informed of Pinelands' merger agreement with BHC only just before last Thursday's public announcement. Another oft-mentioned potential buyer, Paramount Communications, has yet to be heard from.

BHC said it would begin a tender

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Broadcasting's Ratings Week Apr 27-May 3

	ABC	CBS	NBC	FOX
MONDAY	**15.7/25**	**15.9/25**	**10.7/17**	**NO PROGRAMING**
8:00	37. FBI: Untold Str. 11.1/19	24. Evening Shade 13.5/23	26. Fresh Prince 13.3/23	
8:30	34. Amer Detective 11.6/19	19. Major Dad 14.9/24	28. Blossom 13.0/21	
9:00	8. ABC Monday Night Movie—Stay the Night, Pt. 2 17.9/28	5. Murphy Brown 19.0/29	51. NBC Monday Night Movie—In the Shadow of a Killer 9.5/15	
9:30		9. Designg Wmn 16.9/25		
10:00		16. Northern Exposure 15.4/25		
10:30				
TUESDAY	**15.8/26**	**15.6/25**	**7.9/13**	**NO PROGRAMING**
8:00	17. Full House 15.3/27	22. Rescue: 911 13.6/23	70. This is Garth Brooks 6.9/12	
8:30	6. Home Improvmt 18.7/30			
9:00	2. Roseanne 21.6/33	10. CBS Tuesday Movie—Deliver Them From Evil 16.6/26	62. Law and Order 8.1/12	
9:30	7. Coach 18.0/27			
10:00	43. Civil Wars 10.7/18		56. Dateline NBC 8.8/15	
10:30				
WEDNESDAY	**9.5/15**	**11.0/18**	**15.2/25**	**NO PROGRAMING**
8:00	40. Wonder Years 10.9/19	38. CBS Special Movie—Batman 11.0/18	20. Unsolved Mysteries 14.4/24	
8:30	46. Doogie Howser 10.5/17			
9:00	56. Room for Two 8.8/14		14. 27th Country Music Awards 15.6/25	
9:30	66. Sibs 7.5/12			
10:00	50. 20/20 Special Edition 9.6/15			
10:30				
THURSDAY	**10.3/17**	**8.9/14**	**19.5/31**	**9.7/15**
8:00	66. Columbo 7.5/12	64. Top Cops 7.8/12	1. Cosby 28.0/45	59. Simpsons 8.6/14
8:30				
9:00		33. Street Stories 11.8/18	3. Cheers 19.8/30	42. Beverly Hills 90210 10.8/16
9:30			18. Wings 15.2/23	
10:00	13. Primetime Live 16.0/26	69. Human Factor 7.0/11	29. L.A. Law 12.9/21	
10:30				
FRIDAY	**12.5/23**	**10.3/19**	**8.2/15**	**5.0/10**
8:00	38. Family Matters 11.0/22	54. CBS News Special: Beyond Rage 9.2/18	52. Matlock 9.4/19	76. America's Most Wanted 5.8/12
8:30	43. Step By Step 10.7/21			
9:00	35. Bush Analysis 11.2/20	40. CBS Friday Movie—The House on Sycamore Street 10.9/20	65. I'll Fly Away 7.7/14	81. Sightings 4.3/8
9:30	48. Baby Talk 10.4/19			
10:00	15. 20/20 15.5/28		68. NBC News Special: City Under Fire 7.2/13	
10:30				
SATURDAY	**6.9/13**	**7.4/15**	**11.7/23**	**7.0/14**
8:00	76. ABC Saturday Night Movie—Little Monsters 5.8/11	62. CBS Saturday Movie—Turner & Hooch 8.1/16	22. Golden Girls 13.6/28	72. Cops 6.5/14
8:30			45. The Torkelsons 10.6/21	61. Cops 2 8.2/16
9:00			30. Empty Nest 12.8/24	71. Code 3 6.8/13
9:30			32. Nurses 11.9/22	73. AMW Saturday 6.3/12
10:00	55. The Commish 9.1/18	74. Trials of Rosie O'Neill 6.1/12	46. Sisters 10.5/21	
10:30				
SUNDAY	**12.8/21**	**17.1/29**	**8.3/14**	**7.4/13**
7:00	53. Life Goes On 9.3/18	4. 60 Minutes 19.1/37	78. Disney Night at the Movies—Day-O 5.3/10	80. True Colors 4.4/9
7:30				78. Parker Lewis 5.3/10
8:00	25. Am Fun Hme Vid 13.4/23	11. Murder, She Wrote 16.5/28		49. In Living Color 10.2/17
8:30	27. Am Fun People 13.1/21			60. Roc 8.3/14
9:00	21. ABC Sunday Night Movie—Back to the Future Pt. II 14.3/23	12. CBS Sunday Movie—Baby Snatcher 16.3/26	35. NBC Sunday Night Movie—Trial: Price of Passion, Pt. 1 11.2/18	31. Married w/Childn 12.2/19
9:30				56. Herman's Head 8.8/14
10:00				75. Std by Your Man 6.0/10
10:30				82. Get a Life 4.0/7
WEEK'S AVGS	12.0/20	12.6/21	11.5/20	7.3/13
SSN. TO DATE	12.1/20	13.5/22	12.2/20	8.0/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

discount department stores, up 24%, or $3 million.

Robert Mitchell, senior vice president, Lintas, says some people are buying now in the hopes of avoiding the marketing blitz during the Summer Olympics. Also, he adds, "Some of the economic indicators are up, and I think a lot of marketers are trying, if not to lead the rebound, at least not to miss it."

If there is a weakness in ad spending it is most noticeable among food and packaged goods companies. MediaWatch estimated that soft drink advertising using spot TV was off 17%; advertising for coffee, tea, cocoa and milk additives plummeted 64%, and household paper products dropped almost 50%. Spot spending on heavy-duty detergents was down 40%, and the local category of food stores and supermarkets declined 7%.

Peter Ryan, president of TV rep firm Harrington, Righter and Parsons, said major corporate accounts such as those from Procter & Gamble, Kraft and General Foods showed no major increases. He declined to attribute the pattern to anything other than "individual decisions."

Spot television's fortunes continue to vary by region with the Southwest Central looking best while the West Coast is said to be currently weakest. Although results were against an unusually weak quarter in 1991, TVB President Ave Butensky said the industry's recession has bottomed out: "It may have been a scratch single to third, but that still shows up the same as a hard drive to right." ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KLOK(AM)-KBRG(FM) San Jose, Calif. □ Sold by Bahia Radio Inc. to Metro Mix Inc. for $11.25 million. **Seller** is headed by Daniel and James Villanueva, and is purchasing KPLS(AM) Orange, Calif. ("Changing Hands," May 4). **Buyer** is headed by Christopher Marks, and is wholly owned subsidiary of EXCL Communications Inc. KLOK has Spanish news format on 1170 khz with 50 kw day and 5 kw night. KBRG has AC, Spanish format on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

WDKY-TV Danville (Lexington), Ky. □ Sold by The Backe Group Inc. to Superior Communications Group Inc. for estimated price in excess of $9.5 million. **Seller** is headed by John Backe, and has no other broadcast interests. **Buyer** is headed by Perry Sook, former president of Seaway Communications, which owned two TV's. WDKY-TV is Fox affiliate on channel 56 with 3,427 kw visual, 342 kw aural and antenna 1,150 feet above average terrain. *Broker: The Ted Hepburn Company.*

KOQO(AM)-KQPW(FM) Clovis (Fresno), Calif. □ Sold by GKC Broadcasting Ltd. to Dwight Case for $2.055 million. **Seller** is headed by Herbert S. Winokur Jr., and has no other broadcast interests. **Buyer**, Case, is chief financial officer and general partner of assignor, and has no other broadcast interests. KOQO has Spanish format on 790 khz with 5 kw day and 2.5 kw night. KQPW has Spanish format on

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$602,000** □ **3**

FM's □ **$1,427,985** □ **7**

AM-FM's □ **$14,430,000** □ **5**

TV's □ **$9,500,000** □ **1**

Total □ **$25,959,985** □ **16**

1992 to Date:

AM's □ **$33,316,938** □ **65**

FM's □ **$52,552,138** □ **86**

AM-FM's □ **$77,304,925** □ **48**

TV's □ **$261,590,620** □ **20**

Total □ **$424,764,621** □ **219**

For 1991 total see Jan. 27, 1992 Broadcasting.

CLOSED!

WINZ-AM/WZTA-FM, Miami, Florida and WWNZ-AM/WZTU-FM, Orlando, Florida from Guy Gannett Publishing Company to Paxson Broadcasting, Inc. for $18,300,000.

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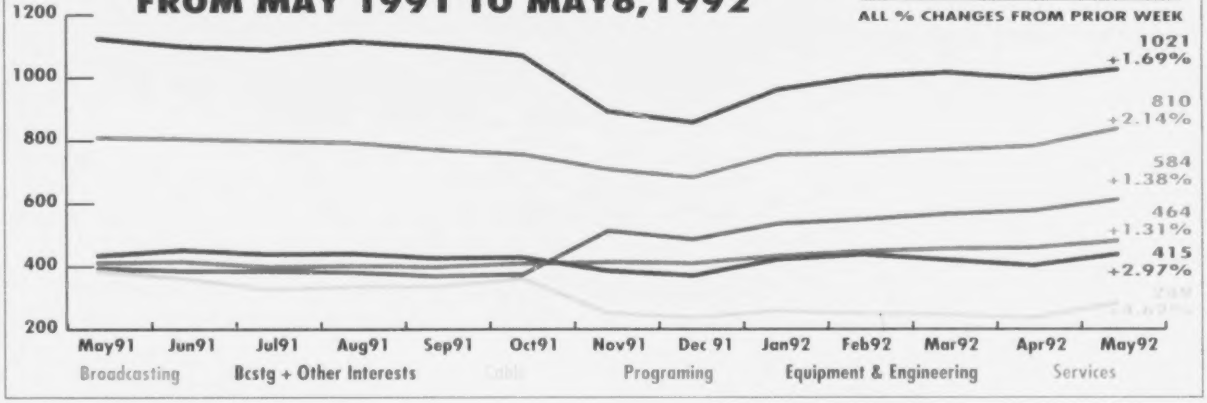
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM MAY 1991 TO MAY6,1992

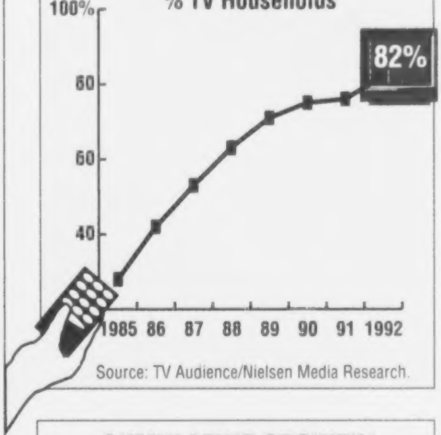
NASDAQ: 589.36 (+3.40%)
S&P Ind.: 493.50 (+1.11%)

ALL % CHANGES FROM PRIOR WEEK



TV REMOTE CONTROL PENETRATION

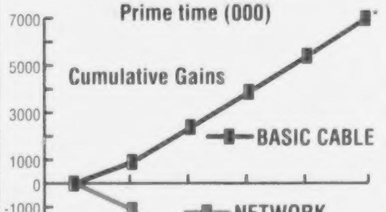
% TV Households



Source: TV Audience/Nielsen Media Research.

CUMULATIVE GROWTH/ DECLINE IN AVERAGE MINUTE AUDIENCE DELIVERY

Prime time (000)



* To be read as: From 85/86 to 90/91 the basic cable networks have gained in aggregate 6,999,000 homes during the average minute in prime time. **Source**: Cabletelevision Advertising Bureau

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,625	1,013	5,638
Educational FM	1,522	321	1,843
Total Radio	**11,129**	**1,334**	**12,463**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	168	749
Educational VHF TV	124	5	129
Educational UHF TV	234	10	244
Total TV	**1,496**	**201**	**1,697**
VHF LPTV	446	151	597
UHF LPTV	785	858	1,643
Total LPTV	**1,231**	**1,009**	**2,240**
FM translators	1,887	360	2,247
VHF translators	2,509	76	2,585
UHF translators	2,336	399	2,735

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

In Brief

Republic Pictures has delivered a proposal to creditors of bankrupt Orion Pictures Corp., submitting a reorganization plan to funnel in $400 million generated from cash and receivables, a $150-million senior secured note, plus 10% of common stock in the merged studio. Orion owes creditors $700 million. In the proposal, industry sources believe that Republic, which has less than $17 million in debts, is putting up very little of its own assets (with the exception of the $150 million secured note) and has the opportunity to acquire Orion's coveted film library. Orion has until May 22 to present a reorganization plan acceptable to creditors and U.S. Bankruptcy Court.

Some surprises from the first week of the May sweeps as reported in Nielsen Syndication Service pocketpiece (April 20-26): Tribune Entertainment's first-run made-for-TV feature, *Final Shot: The Hank Gathers Story*, finished fifth nationally with an 8.3 rating (aggregate average); Columbia Pictures Television's off-network sitcom, *Married...with Children*, topped all sitcoms with a 7.5 rating, nosing *The Cosby Show*'s 6.8; All-American Communications' *JFK Conspiracy* special turned in a 9th-ranked 7.2, and Twentieth Television's late-night romance strip, *Studs*, reached a personal-best 3.2 rating and tied Paramount's *The Arsenio Hall Show*.

In the overnight ratings for last Thursday, Fox beat the other three networks in every time period from 8 to 10 p.m.—its second victory ever on Thursday. *The Simpsons* averaged a 14.7/24, a special installment of *In Living Color* scored a 15.0/23 and the season finale of *Beverly Hills, 90210* pulled in a 16.4/24.

ABC's test of ***Home Improvement*** last Wednesday at 9-9:30, a possible precursor of its scheduling for next season, **scored a 13.6 rating/21 share,** first in the time period. The show, which normally airs Tuesday at 8:30, outperformed NBC's *Seinfeld* and was the night's second-highest-rated show. The Disney-produced series also improved the network's average in the time period by 24%. Speculation has centered on the possibility ABC will move *Home Improvement* and possibly *Coach* from Tuesday to Wednesday in hopes of duplicating the Tuesday success.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 25. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	12.9/227/99
2.	Jeopardy!	11.3/218/98
3.	Oprah Winfrey Show	10.2/231/99
4.	Star Trek	9.6/244/98
5.	Final Shot: Hank Gathers	8.3/156/95
6.	Entertainment Tonight	8.0/191/96
7.	Current Affair	7.7/176/94
8.	Married...With Children	7.5/176/94
9.	JFK Conspiracy	7.2/150/87
9.	Wheel of Fortune-wknd	7.2/192/84
11.	Donahue	7.1/231/99
12.	Cosby Show	6.8/202/97
13.	Inside Edition	6.5/137/89
14.	Sally Jessy Raphael	6.1/211/98
15.	Hard Copy	5.4/178/93
15.	WKRP in Cincinnati	5.4/240/98

NBC has renewed *A Different World* for its sixth season and *Sisters* for its second full season. *A Different World*, the lead-out for *The Cosby Show*, averaged a 14.9/24 this season. *Sisters* averaged a 10.2/19 at Saturday, 10 p.m. The two shows join *Blossom*, *Cheers*, *Empty Nest*, *Law & Order*, *Nurses*, *Quantum Leap*, *Seinfeld*, *The Fresh Prince of Bel Air* and *Wings* in being renewed for fall.

NATAS released its **nominations for the 19th annual Daytime Emmy Awards,** and CBS was at the top of the list with 68 nominations, followed by: PBS, 41; syndicated shows, 33; ABC, 25; NBC, 24; Disney, 17; Nickelodeon, 4; ABC/syndication, 3; Fox, 2, and CNN, HBO and Lifetime each with one. Nominated for the 13th time for best actress is *All My Children*'s Susan Lucci (she has yet to win).

TOP-MARKET STATIONS FEATHER 'EMPTY NEST'

After more than six months, Buena Vista Television has completed sales of the off-network *Empty Nest* in over 70 markets, including 25 of the top 30, representing 60% U.S. coverage in all. BVT President Bob Jacquemin says the Disney syndication unit is offering "maximum flexibility" with a variety of licensing terms, including double barter runs or the opportunity to share concurrent broadcast windows with other stations in the market. To date, there appear to be no takers for concurrent broadcast windows. Jacquemin also confirmed rumors that a cable deal might be worked out with TBS superstation WTBS(TV) Atlanta. If so, syndicated exclusivity will be offered to all broadcast stations for the first three years, he says. Taking into account a TBS deal, Jacquemin estimates the national license fee will be "on par" or exceed $1 million per episode, comparable to the fees he says MCA TV got for the off-network, male-skewing *Coach*. Jacquemin expects a majority of independents to air *Empty Nest* in the 6-8 p.m. prime access time periods. Most affiliates will likely run the sitcom in early fringe or late night. The series is being sold on a short-term, three-year cash-plus-barter basis (30 seconds of national advertising time per episode) or a long-term, six-year basis, barter-free for the last three years. *—MF*

[illegible]

MAY 18

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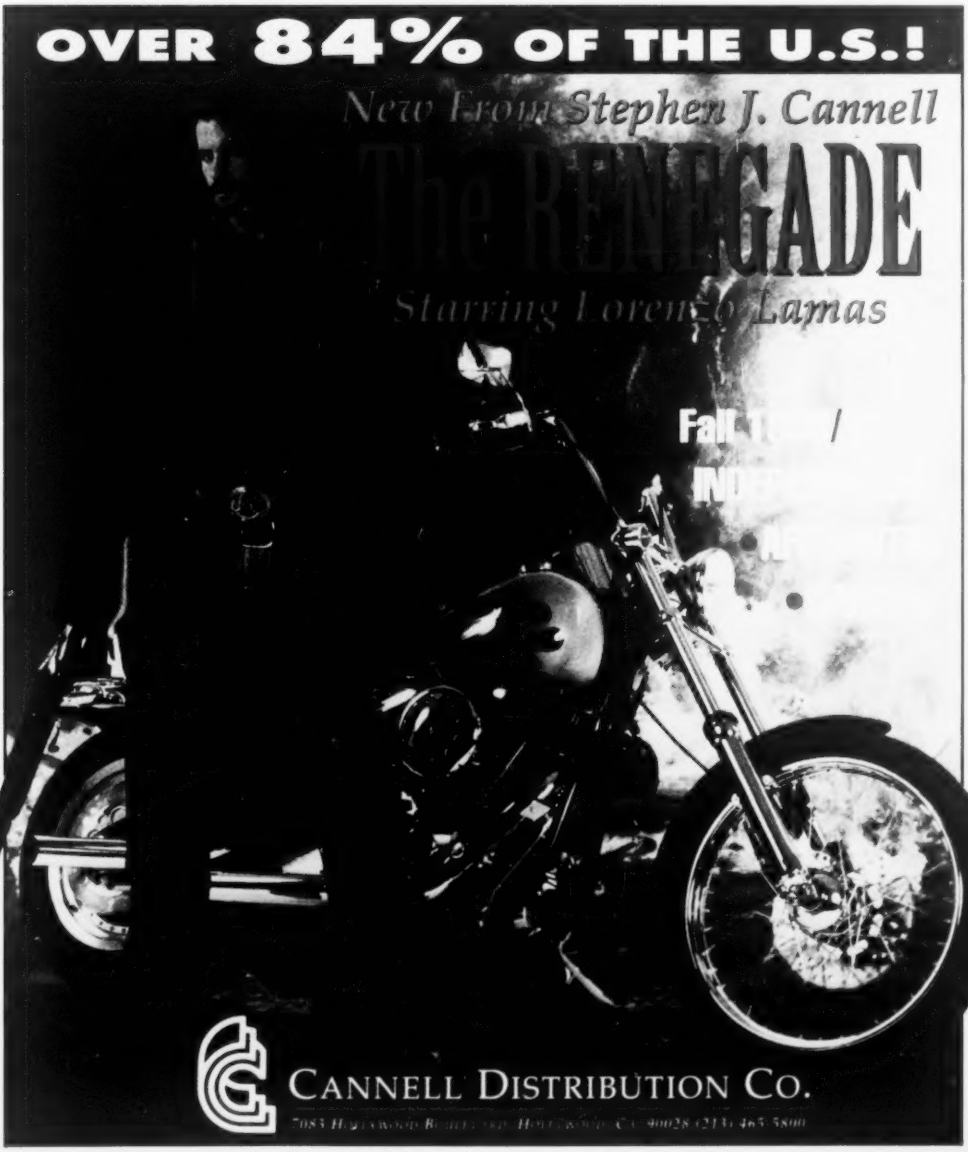
❑ TV OWNERSHIP RULES: THE FCC'S MULTIPLE CHOICE / 3

❑ 'PASSIVE' PEOPLEMETER: THE NEXT GENERATION / 8

❑ SEVEN NEW SHOWS POWER ABC'S 'SAFE' FALL SCHEDULE / 20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RADIO SYNDICATION Page 28

20% of the national audience, and Tribune and HSN are not far behind—leaving them little room to expand—and a handful of group owners are over 10% in audience reach.

With regard to duopoly, the commission is considering whether to permit ownership of two UHF stations or a UHF-VHF combination in a single market as long as there are at least six independently owned stations remaining in the market after the combination.

While on the surface that sounds like only a few markets would qualify, that is not necessarily the case, since "market" means the entire Area of Dominant Influence (ADI). For example, a market such as Cleveland has five stations located in the city. However, the Cleveland ADI—which includes Akron, Canton and Sandusky, Ohio—has a total of 13 TV stations. There are dozens of ADI's with at least eight TV stations.

So far, broadcasters showing the greatest interest in taking advantage of the duopoly rules are mid-sized group owners of Fox and independent stations.

Groups previously expressing interest in owning two stations in a market include ABRY Communications, Clear Channel Television and River City Broadcasting. All have cited the need to cover their overhead with more than one revenue stream and—since many don't see retransmission consent as the answer—feel this may be the most effective way. Broadcasters also point out that incremental costs would be lower and backroom costs could be shared.

Left unclear is how the commission's plans on giving broadcasters another channel to convert to high-definition television down the road mesh with a relaxed duopoly rule.

All five commissioners expressed a willingness to revisit the rules. Said Commissioner Sherrie Marshall: "We are not lamenting the growing competition that broadcasters now face, rather we are savoring the public benefits of numerous and diverse viewing choices for all consumer choices. It is the result of this success—this great proliferation in video choice—that allows us to recognize that competition is now performing much of the diversity-protection role of several of our broadcast ownership rules, and that is the basis of our proposals here." ■

This Week

TV OWNERSHIP RULES PROPOSED / 3

The FCC issued a variety of proposals last week for relaxing TV ownership restrictions, asking for comment rather than pushing specific changes.

FALL IN PLACE / 10

As NBC, CBS and Fox follow ABC's lead in announcing their fall schedules this week and next, attention focuses on last-minute, competitive fine-tuning as well as opportunities for Thursday night.

WEDNESDAY 'IMPROVEMENT' / 20

Seven of last season's newcomers made the cut in ABC's fall schedule. The network moved *Home Improvement* in an effort to shore up Wednesdays, and hopes it has a shot at post-*Cosby* Thursday.

KIDS NIGHT / 25

Saying the broadcast networks abandon kids after Saturday morning, Nickelodeon will bump two hours of *Nick at Nite* on Saturday nights to fit in a block of children's programing. A $20-million campaign will accompany the Aug. 15 launch.

SYNDICATORS DIVIDE TO CONQUER / 28

NBC is next up with fall lineup; among the renewals: 'Wings' (p. 10)

The continuing fragmentation of radio formats presents new opportunities for program suppliers, but the audiences they reach, concentrated into ever-smaller niches, are often not as big as advertisers demand.

FIN-SYN AGREEMENT / 35

The Justice Department tentatively agreed to modification of the decrees barring the big three broadcast networks from financial interest in and syndication of programing they acquire from outside producers.

ABC's 'Hangin' with Mr. Cooper' has 'Full House' lead-in (p. 20)

MALRITE RESTRUCTURES / 38

A restructuring at Malrite Communications, said to include a $10-million loan from the company's chairman and a $25-million bank loan, may require the sale of one or more stations to meet subsequent cash flow obligations.

THE GREENING OF PRODUCTION / 40

Project Charlie, an effort to recycle videocassette housings and create jobs for the disabled in the bargain, launches Tuesday with 33 big companies on board.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week May 4-10

	ABC	CBS	NBC	FOX
MONDAY	10.2/16	16.9/27	13.3/21	NO PROGRAMING
8:00	57. FBI: Untold Str. 9.9/17	23. Evening Shade 14.1/24	27. Fresh Prince 13.6/23	
8:30	46. Amer Detective 10.7/17	15. Major Dad 15.6/25	28. Blossom 13.5/21	
9:00	54. ABC Monday Night Movie—Stormy Weathers 10.2/16	2. Murphy Brown 19.6/29	29. NBC Monday Night Movie—Trial: Price of Passion, Pt. 2 13.2/21	
9:30		6. Designg Wmn 17.7/27		
10:00		9. Northern Exposure 17.1/28		
10:30				
TUESDAY	17.1/27	11.4/18	12.8/20	NO PROGRAMING
8:00	11. Full House 15.9/26	39. CBS Tuesday Movie—Coming to America 11.5/18	19. NBC Movie of the Week—Perry Mason: The Case of the Reckless Romeo 14.7/23	
8:30	3. Home Improvmt 19.3/30			
9:00	1. Roseanne 20.8/31			
9:30	5. Coach 17.9/27			
10:00	22. Peter Jennings Reporting 14.2/24		63. Dateline NBC 9.1/15	
10:30		46. Rescue: 911 10.7/19		
WEDNESDAY	11.2/19	12.2/20	11.6/19	NO PROGRAMING
8:00	36. Wonder Years 12.1/22	69. Royal Family 7.4/13	10. Unsolved Mysteries 16.3/28	
8:30	42. Doogie Howser 11.1/18	66. Davis Rules 7.9/13		
9:00	26. Home Improvmt 13.7/22	31. Jake and the Fatman 12.9/20	40. Seinfeld 11.4/18	
9:30	37. Coach 12.0/19		52. Seinfeld 10.4/16	
10:00	64. Whitney Houston: My Life 9.0/16	11. 48 Hours 15.9/28	68. 1st Person with Maria Shriver 7.6/13	
10:30				
THURSDAY	12.3/20	7.8/13	14.0/23	13.3/21
8:00	42. Columbo 11.1/18	55. Top Cops 10.0/18	49. Cosby 10.5/18	35. Simpsons 12.4/22
8:30		69. CBS Thursday Movie—Sea of Love 7.4/12	32. A Diffrnt World 12.7/21	33. In Living Color 12.5/21
9:00			7. Cheers 17.4/27	23. Beverly Hills 90210 14.1/21
9:30			16. Wings 15.1/23	
10:00	20. Primetime Live 14.6/24		23. L.A. Law 14.1/23	
10:30				
FRIDAY	10.5/19	8.4/16	14.6/27	5.4/10
8:00	40. Family Matters 11.4/23	74. Mom Knows Best 6.4/13	60. I Witness Video 9.5/19	76. America's Most Wanted 6.1/12
8:30	45. Step By Step 10.8/21			
9:00	57. Dinosaurs 9.9/18	61. Miss Universe Pageant 9.4/17	8. Matlock 17.2/30	78. Sightings 5.8/10
9:30	57. Baby Talk 9.9/17			83. Hidden Video 2 3.6/6
10:00	49. 20/20 10.5/19			
10:30				
SATURDAY	7.2/14	6.6/13	14.9/29	6.8/13
8:00	79. ABC Saturday Night Movie—Caddyshack II 5.7/11	73. CBS Saturday Movie—Major League 6.8/13	4. Golden Girls 18.9/38	76. Cops 6.1/13
8:30				69. Cops 2 7.4/14
9:00			13. Empty Nest 15.8/30	72. The Last Godfather: John Gotti 6.9/13
9:30			21. Empty Nest 14.5/27	
10:00	53. The Commish 10.3/20	75. Trials of Rosie O'Neill 6.3/12	49. Dame Edna's Hollywood 10.5/20	
10:30				
SUNDAY	9.5/17	15.4/28	10.9/20	7.4/13
7:00	67. Life Goes On 7.7/16	17. 60 Minutes 15.0/31	65. NBA Playoff—Chicago at New York 8.6/18	82. Payback 3.9/8
7:30				81. Parker Lewis 4.3/9
8:00	37. Am Fun Hme Vid 12.0/22	17. Murder, She Wrote 15.0/26		55. In Living Color 10.0/18
8:30	46. Am Fun People 10.7/18			44. Simpsons 11.0/19
9:00	61. ABC Sunday Night Movie—Sexual Advances 9.4/16	13. CBS Sunday Movie—In My Daughter's Name 15.8/27	30. Saturday Night Live: All the Best 13.1/22	33. Married w/Childn 12.5/20
9:30				65. Herman's Head 8.4/14
10:00				79. Std by Your Man 5.7/10
10:30				83. Get a Life 3.6/6
WEEK'S AVGS	11.1/19	11.4/20	13.1/22	8.1/14
SSN. TO DATE	12.1/20	13.5/22	12.2/20	8.0/13

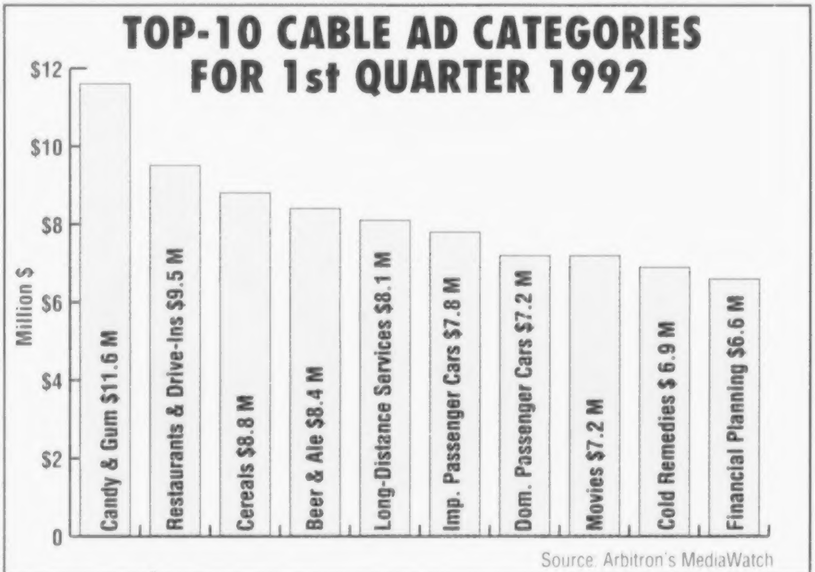
RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

series about a Chihuahua and a cat, which will also run in its current Sunday morning time slot. Nickelodeon has ordered 13 episodes of each of the four series, and some of the older episodes from the returning series will likely be rolled into Saturday night as well. Laybourne declined to discuss any costs associated with Nickelodeon's move into Saturday nights.

The weekly block will open at 8 p.m. ET with *Clarissa Explains It All*, the critically acclaimed sitcom about the life of a teenager. That will be followed at 8:30 by the new teen-oriented variety show *Roundhouse*, created by former *In Living Color* head writer Buddy Sheffield. Starting at 9 p.m. will be *Ren & Stimpy*, and closing out the night will be a new half-hour anthology series, *Are You Afraid of the Dark?*, about a group of kids who gather around a campfire to tell ghost stories. ■

AD REVENUES DROP IN 1ST QUARTER

By Rich Brown


TOP-10 CABLE AD CATEGORIES FOR 1st QUARTER 1992

Source: Arbitron's MediaWatch

Cable network ad sales for first-quarter 1992 showed an uncharacteristic drop compared with the same period last year. Major categories showing some of the greatest declines included magazines, newspapers and other media; audio and video recordings, and imported cars.

Total cable network advertising for the first quarter was $280 million, down from $284 million for the same period last year, according to Arbitron's MediaWatch, which tallies commercials aired on six top cable programing services (CNN, ESPN, Family Channel, MTV, WTBS(TV) Atlanta and USA).

Although the first-quarter decline was not dramatic—the drop was about 1.5%—it marked a turn from last year's success, when cable networks saw their ad revenue for the year jump from $1.8 billion to $2.1 billion. And the just-released results would not appear to support industry growth projections, such as those supplied by the Cabletelevision Advertising Bureau factbook, which show cable network ad sales rising to $2.5 billion by the end of the year.

"Any comparison to first quarter last year is going to be a little dicey because it was such an anomoly," says Erica Gruen, senior vice president, associate director of TV Information and New Media, Saatchi & Saatchi Advertising, pointing to CNN's success in covering the Persian Gulf conflict.

Among those categories showing declines, magazines, newspapers and other media cut spending on cable networks to $3.7 million, down from $12.1 million in first-quarter 1991. Among other sizable drops was spending by the audio and video recording industry, which fell from $8.2 million to $4.6 million. (The category increased its spending by 40% on spot TV advertising, however; see BROADCASTING, May 11.) Also marking a sharp cut in cable network ad spending was the imported car category, which cut back from $11.1 million to $7.8 million.

There was considerable growth in cable network ad spending in some major categories, however, including long-distance telephone companies, which jumped from $3.3 million to $8.1 million, and financial planning services, which doubled their cable network ad buys from $3.3 million to $6.6 million. ■

SWAP MEETS IN CABLE'S FUTURE

Multiple system operators looking to cluster their holdings will likely move to swap systems in the near future, according to a panel of top cable financial executives speaking at a panel at the NCTA convention in Dallas.

"You will see some meaningful trades in a short period of time," said Alan Gerry, chairman and CEO, Cablevision Industries. But he acknowledged that differences in corporate cultures can present a roadblock to such swap deals.

Swaps are a logical step to follow the growing success of interconnects, said James S. Cownie, chairman and president, New Heritage Associates.

"Many, many trade talks are going on," said Rick Davies, senior vice president of finance for ATC. "They just seem to be virtually impossible to get to the final agreement."

On other topics, the panelists said that the cable industry should not fear taking on leverage as it looks to implement new technology.

"The prudent use of leverage certainly was the reason why the people who built this business were able to build the business," said Gerry. -RB

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WOKV(AM)-WKQL(FM) Jacksonville, Fla. □ Sold by EZ Communications Inc. to Pacific Radio Partners Ltd. for $3.75 million. EZ Communications recently sold KISP(AM)-KMXX(FM) Phoenix for $5 million ("Changing Hands," March 2). **Seller** is headed by Alan Box, and is also licensee of KMPS-AM-FM Seattle; KRAK-AM-FM Sacramento, Calif.; KYKY(FM) St. Louis; WBZZ(FM) Pittsburgh; WEZB (FM) New Orleans; WHQT(FM) Miami; WIOQ(FM) Philadelphia and WMXC(FM) Charlotte, N.C. **Buyer** is headed by former radio group owner William Phalen and has no other broadcast interests. WOKV has news-talk format on 600 khz with 5 kw day and 5.4 kw night. WKQL has oldies format on 96.9 mhz with 98 kw and antenna 984 feet above average terrain. *Broker: Kalil & Co.*

KKID-AM-FM Sallisaw, Okla. □ Sold by Demaree Media Inc. to Hendren-McChristian Communications for $1.2 million. Purchase includes KFAY-FM Huntsville and KOLX(FM) Barling, both Arkansas, and WMBH(AM)-KKUZ(FM) Joplin, Mo. **Seller,** headed by L. Patrick Demaree, is also licensee of KFAX(AM) Farmington, KKEG(FM) Fayetteville, KOLZ(FM) Bentonville and KZNG(AM)-KQUS-FM Hot Springs, all Arkansas, and KXUS(FM) Springfield, Mo. **Buyer** is headed by general partners Kim D. Hendren and Norman D. McChristian. McChristian is limited partner in permittee of KDAB(FM) Prairie Grove, Ark. KKID(AM) has C&W format on 1560 khz with 250 w day. KKID-FM has C&W format on 95.9 mhz with 400 w and antenna 600 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$462,600** □ **4**

FM's □ **$850,000** □ **1**

AM-FM's □ **$1,936,280** □ **5**

TV's □ **$0** □ **0**

Total □ **$3,248,880** □ **10**

1992 to Date:

AM's □ **$33,779,538** □ **69**

FM's □ **$53,402,138** □ **87**

AM-FM's □ **$79,241,205** □ **53**

TV's □ **$261,590,620** □ **20**

Total □ **$428,013,501** □ **229**

For 1991 total see Jan. 27, 1992 BROADCASTING.

NO SALE, MAYBE

WOI-TV Des Moines will be taken off the block if a request made by Martin Jischke, president of the station's licensee, Iowa State University, is approved by the university's board of regents. Jischke said that four offers made in rebidding for the station—the first round was declared invalid—were either insufficient or had too much high-yield debt. The regents are expected to consider the request on May 20-21. -GF

WBNJ(FM) Cape May Court House, N.J. □ Sold by Gateway Broadcasting Corp. to Avalon Group of Reading, Pa., for $850,000. **Seller** is headed by Joseph M. Isabel and is licensee of WCSS(AM)-WKOL(FM) Amsterdam, N.Y., and owns cable TV system there. **Buyer** is headed by Donald W. Greth, a radio talk show host in Reading, Pa. WBNJ has AC format on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Media Services Group.*

WCVX(TV) Vineyard Haven (Providence-New Bedford), Mass. □ Sold by Cape Cod Television Inc. to Cape Television Inc. for $826,000 cash. Station, which is not on air, is asset of subsidiary of receiver Sentry Savings Bank, Massachusetts, and is being sold by Resolution Trust Corp., Federal government organization. **Buyer** is headed by Paul P. Flynn, attorney and former radio engineer. WCVX is independent on ch. 58 with 1,191 kw visual and 119.1 kw aural with antenna 470 feet above average terrain.

For other proposed and approved sales see "For the Record," page 52.

SOLD!

KATM-FM, Pueblo-Colorado Springs, Colorado from Surrey Front Range Limited Partnership to Falcon Media, Inc. for $950,000.

Elliot B. Evers represented the buyer in the transaction.

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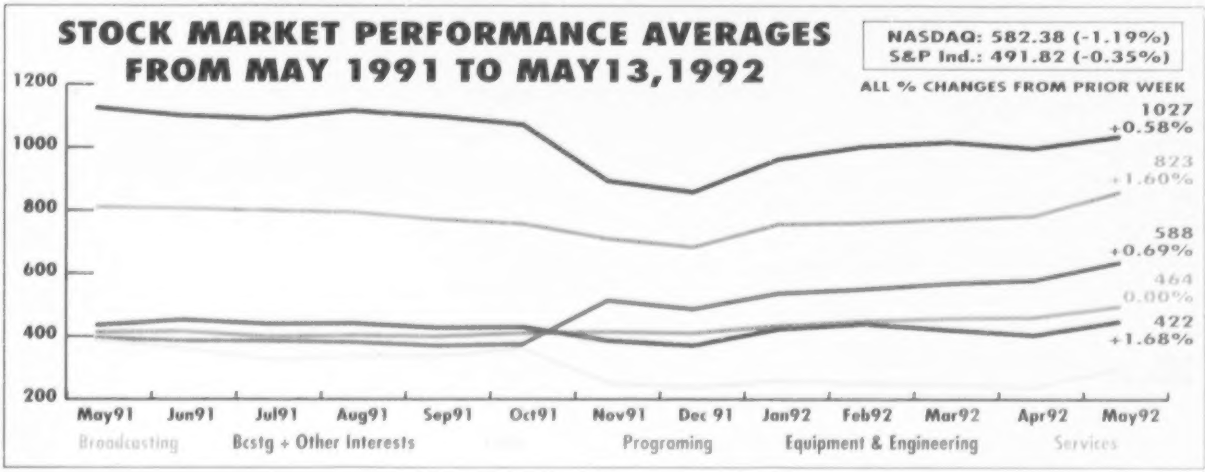
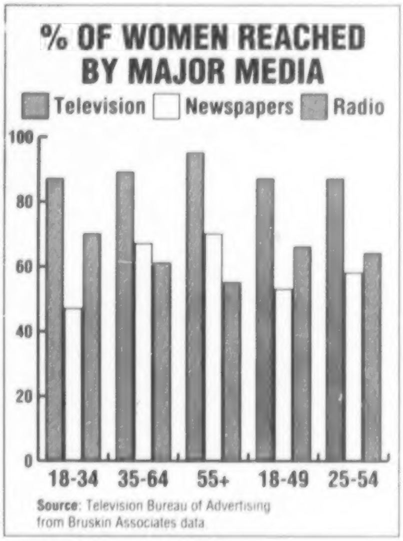
Broadcasting's By The Numbers

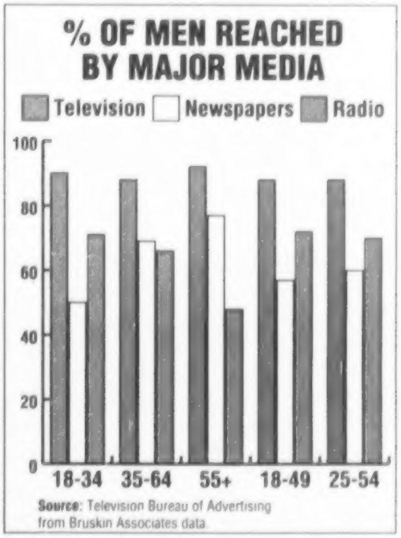


STOCK MARKET PERFORMANCE AVERAGES FROM MAY 1991 TO MAY13,1992



% OF WOMEN REACHED BY MAJOR MEDIA

Source: Television Bureau of Advertising from Bruskin Associates data



% OF MEN REACHED BY MAJOR MEDIA

Source: Television Bureau of Advertising from Bruskin Associates data

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,652	1,001	5,653
Educational FM	1,530	314	1,844
Total Radio	**11,164**	**1,548**	**12,712**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	169	749
Educational VHF TV	123	5	128
Educational UHF TV	236	9	245
Total TV	**1,497**	**196**	**1,693**
VHF LPTV	452	148	600
UHF LPTV	785	849	1,634
Total LPTV	**1,237**	**997**	**2,234**
FM translators	1,894	362	2,256
VHF translators	2,503	76	2,579
UHF translators	2,350	400	2,750

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses † Penetration percentages are of TV household universe of 92.1 million

[1] Construction permit [2] Instructional TV fixed service [3] Studio-transmitter link

Source: Nielsen, NCTA and Broadcasting's own research

Broadcasting

In Brief

WKSJ-AM-FM Mobile, Ala., WRKA(FM) Louisville, Ky., and WCAW(AM)-WVAF(FM) Charleston, W.Va., were sold by Capitol Broadcasting to WESHAM Broadcasting Co. for $8.125 million. Capitol's sole stockholder, Kenneth S. Johnson, will be WESHAM Broadcasting's president/CEO. Buyer is general partner of a new limited partnership between Franklin Holding Corp., headed by Stephen L. Brown, and the WESHAM Corp., headed by William E. Simon and Morton I. Hamburg, a communications lawyer and former president of group owner JAG Communications. Broker: Blackburn & Co.

WCNN(AM)-WALR(FM) Atlanta was sold by Ring Radio Co. to Midwestern Broadcasting for $6 million. Seller is headed by Kim King and Charles Smithgall. Buyer is headed by Lewis W. Dickey, who also owns WWWM-AM-FM Toledo, Ohio. Brokers: Stan Raymond & Associates and Burt Sherwood Inc.

Lowell W. Paxson last week signed a letter of intent to purchase a controlling share (63%) of TM Century Inc. for a price estimated at $8 million-$8.4 million. The publicly held Dallas-based TM produces jingles and other programing products and services for 5,700 radio stations worldwide. Paxson, one of the founders of the Home Shopping Network, has quietly built one of the biggest radio groups in Florida and is apparently interested in taking the station group public through TM Century. Paxson Broadcasting has recently acquired AM and FM stations in Jacksonville, Tampa, Orlando and Miami. Paxson says he plans no changes at TM Century.

The Campaign Finance Reform bill (S. 3) vetoed by President Bush last week was sustained by the Senate last Wednesday (May 13). Fifty-seven senators voted to override the veto, 10 short of the required two-thirds majority. The bill included several provisions opposed by NAB, including a 50% discount on the lowest-unit-rate for senate candidates adhering to certain campaign spending limits.

House Energy and Commerce Committee member **Gerry Sikorski (D-Minn.) is considering an amendment to the cable reregulation bill (H.R. 4850) restricting the presentation of major professional sports championship games on pay per view.** "Any amendment introduced will simply protect hometown fans from having championship finals home games blacked out with access only available through pay per view," a Sikorski spokesman said last week. Fans of the National Hockey League's Minnesota North Stars were angered in 1991 when home games during the Stanley Cup finals were blacked out to local broadcasters and shown exclusively on pay per view.

A candidate for attorney general in West Virginia has filed a lawsuit against Heritage Media's WCHS(TV) Charleston for airing accusations of sexual harassment against him. Ed ReBrook, a Democrat, has denied the charges and filed a $20 million suit against the station, its news director and anchor. In the station's first report, the identities of two women accusing ReBrook were not released. Since then, other women have come forward with accusations and allowed themselves to be identified on air. ReBrook claims the reports are part of a conspiracy with his opponent to defeat him.

A consortium of cable MSO's representing 2.4 million subscribers have signed a letter of intent to carry The Game Channel, the 24-hour game show cable network scheduled to launch in January 1993. The Telesynergy Inc. consortium—which includes Armstrong, Buckeye, Coaxial, Colony, C-Tec, Greater Media, Omega, Palmer, Rifkin, Summit and Western Communications—will be among the first 10 million subscribers to qualify for free carriage of the service. The Game Channel, owned by Family Channel parent International Family Entertainment, Inc., also announced last week that it has picked up classic game series *$100,000 Name That Tune, Let's Make a Deal, Truth or Consequences* and others.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 3. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	12.4/225/95
4.	Star Trek	11.7/245/98
2.	Jeopardy!	11.1/217/95
3.	Oprah Winfrey Show	10.4/230/98
5.	Magic II	8.8/164/91
6.	Entertainment Tonight	7.8/190/94
7.	Married...With Children	7.4/176/94
8.	A Current Affair	7.3/176/93
8.	Donahue	7.3/230/98
10.	Nat'l Geographic-Assign.	6.9/162/95
11.	Inside Edition	6.7/135/86
12.	Cosby Show	6.5/201/96
12.	Republic Color Movies Two	6.5/158/95
14.	Wheel Of Fortune-wknd	6.4/194/82
15.	WKRP In Cincinnati	6.1/239/99

The Monitor Channel says it is engaged in **"serious dialogue"** with parties interested in submitting proposals by early June **to purchase the beleaguered cable network** from its current owner, Christian Science Church. The deadline for a sale of the year-old channel is June 15.

The Family Channel unveiled three new half-hour series for 1993: *The Man From Snowy River*, an action-adventure series; *221B Baker Street*, a mystery series from New World, and *M'Lord*, a sitcom starring Tim Reid. Also in the works are four made-fors, including

MAY 25

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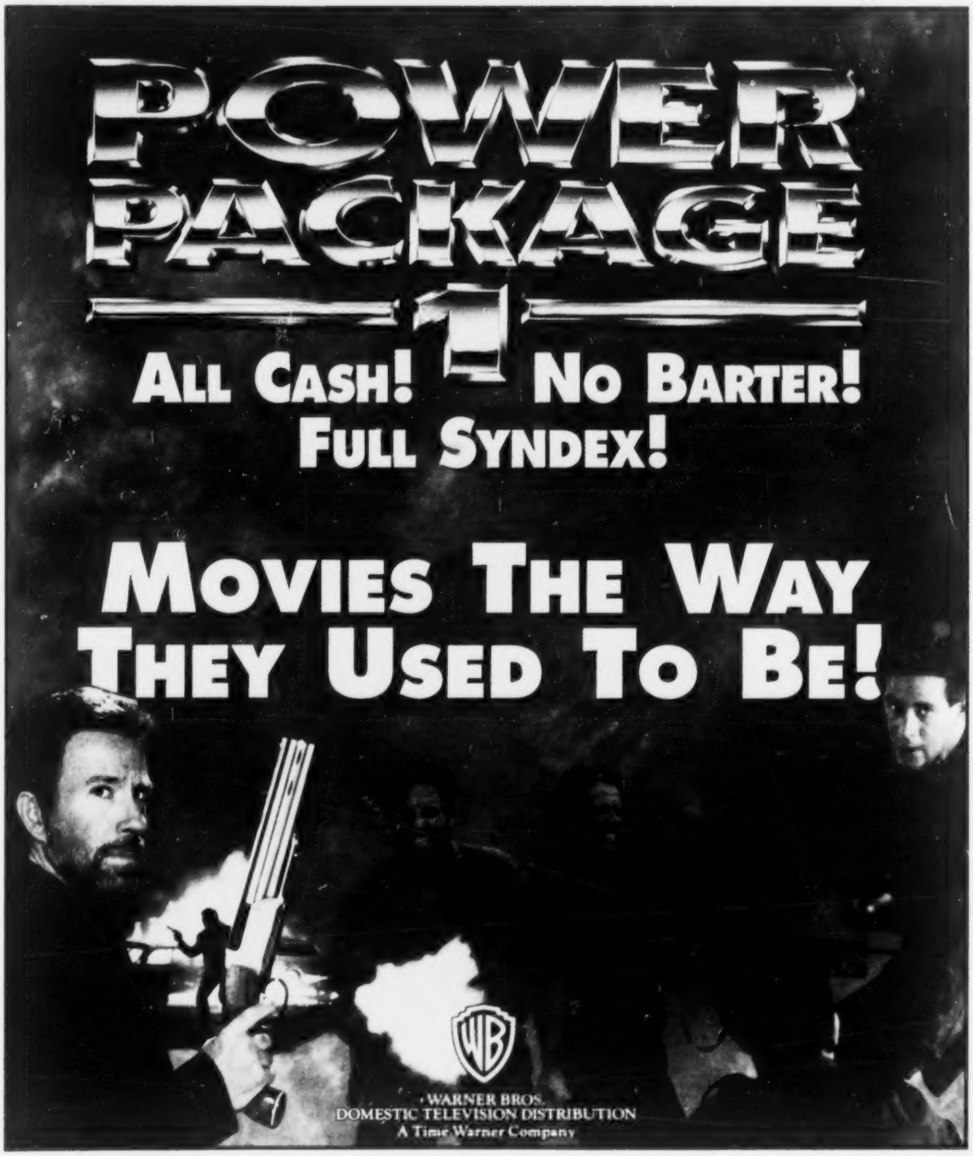
61st YEAR FIRST IN TELEVISION CABLE RADIO SATELLITE 1992 ☐ $2.95

- ☐ SHAKEUP AT TWENTIETH TELEVISION / 4
- ☐ NBC, CBS WEIGH IN WITH FALL FIREPOWER / 6
- ☐ KCRA-TV ASKS FOR EXTENSION OF PTAR WAIVER / 27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MAY SWEEPS
Page 3

tives, when asked what they thought about all the attention, avoided the content issue but said they welcomed the publicity.

"All I'll say is it's great that a show like this is on the national agenda," said Jeff Sagansky, president, CBS Entertainment.

Quayle's attack on *Murphy Brown* set in motion a national debate on single motherhood that eventually made its way to the President. White House Press Secretary Marlin Fitzwater on Wednesday initially backed up Quayle's criticism of the show, although he later softened the endorsement by saying that *Murphy Brown* exhibited positive "pro-life values." By the time reporters were able to question President Bush on the topic, the chief executive said he was concerned by the number of broken families in the U.S., but he would not "get into the details of a very popular television show." The *Murphy Brown* episode in question, the season finale, attracted 38 million viewers. ■

KATLEMAN EXITS TWENTIETH

Sheslow also rumored out; Bell hired as replacement

By Mike Freeman

In Twentieth Television Chairman Lucie Salhany's third major shakeup within the Fox Inc. television divisions, Harris Katleman resigned as president of network production, making way for Salhany's hiring of KTLA-TV Los Angeles General Manager Steve Bell to fill the post. The upper-office house cleaning, which Salhany started within months of her arrival last fall from Paramount, is also rumored to have claimed Stuart Sheslow, Twentieth's vice president of creative affairs, who is reportedly going to be replaced by Peter Roth, current president of Stephen J. Cannell Productions.

In addition to Katleman, who accepted an exit-friendly independent production deal with Twentieth, Salhany has replaced the other two divisional heads who report to her. Greg Meidel took over domestic syndication from Michael Lambert last Febru-

This Week

NBC'S MAY / 3

NBC won the May ratings race by a tenth of a ratings point, followed closely by CBS. Fox's performance was up 20% over last year.

MORE FALL LINEUPS / 6

CBS's new fall schedule features nine new shows and shuffles four nights; it plans to gear the mostly kids' Friday to adult viewers. NBC introduces eight series in its effort to regain first place.

MCA PULLS 'KELLEY' / 12

Looming production deficits have forced MCA TV to pull *Kitty Kelley* from the syndication market. The talk show joins *Ron Reagan, My Talk Show* and *Hollywood Studio 33* among MCA TV's recent setbacks as a first-run strip supplier.

THE COST OF PAY PER VIEW / 21

NBC affiliates are uneasy about the investment they've made in promoting the Olympic Triplecast. Participants in the per-inquiry plan have seen little return so far, and some wonder about the long-term cost of encouraging their viewers to turn to the competition.

'Hearts Afire,' one of CBS's new entries in its just-announced fall lineup (p. 6)

HDTV CELL SELL / 23

The Advisory Committee on Advanced Television Service is floating the idea of cellular coverage for high-definition television. An ACATS subcommittee is approaching manufacturers and broadcasters with the plan, which, if workable, would allow faster, more affordable HDTV implementation.

PAXSON'S RADIO MOVES / 25

Lowell (Bud) Paxson, the "mystery man" known best for his role in creating the Home Shopping Network, is moving aggressively into Florida radio with a plan to buy two FM's and two AM's in each of the state's major markets. Paxson credits the new ownership limits with making a profitable excursion possible.

GRAVEYARD SHIFT / 27

In spite of a 20% drop in ratings for its network prime time lineup, NBC affiliate KCRA-TV Sacramento has asked the FCC to permit it to extend its prime time schedule shift—from 8-11 p.m. to 7-10 p.m.—for another year. The station says it needs more time to review the results.

A BUSINESS VIEW / 30

Money manager Mario Gabelli says broadcasting is still a good business—but it used to be a great one. A second source of revenue, he says, is essential.

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Broadcasting's Ratings Week May 11-17

	ABC	CBS	NBC	FOX
MONDAY	11.4/18	17.0/28	12.8/21	NO PROGRAMING
8:00	45. FBI: Untold Str. 9.7/17	18. Evening Shade 13.4/24	25. Fresh Prince 12.5/22	
8:30	40. Amer Detective 10.1/17	9. Major Dad 16.4/27	21. NBC Monday Night Movie—Kindergarten Cop 12.9/21	
9:00	27. ABC Monday Night Movie—Criminal Behavior 12.1/19	3. Murphy Brown 20.9/32		
9:30		12. Designg Wmn 16.1/25		
10:00		5. Northern Exposure 17.5/29		
10:30				
TUESDAY	16.8/28	12.4/20	8.9/15	NO PROGRAMING
8:00	16. Full House 14.2/26	36. Rescue: 911 10.7/18	41. In the Heat of the Night 10.0/17	
8:30	5. Home Improvmt 17.5/29			
9:00	2. Roseanne 21.6/33	19. CBS Tuesday Movie—With Murder in Mind 13.3/21	50. Law and Order 8.9/14	
9:30	4. Coach 18.8/29			
10:00	16. Best of Barbara Walters 14.2/24		59. Dateline NBC 7.9/13	
10:30				
WEDNESDAY	12.1/20	10.1/17	13.6/23	NO PROGRAMING
8:00	35. Wonder Years 10.9/20	66. Royal Family 6.7/12	14. Unsolved Mysteries 14.7/26	
8:30	37. Doogie Howser 10.6/18	62. Davis Rules 7.2/12		
9:00	23. American Bandstand's 40th Anniversary 12.7/21	29. 48 Hours 11.7/19	8. Night Court 16.5/26	
9:30				
10:00			46. Quantum Leap 9.6/16	
10:30				
THURSDAY	10.8/18	6.9/11	17.9/30	9.9/16
8:00	43. Columbo 9.8/16	63. Top Cops 7.0/13	10. A Diffrnt World 16.2/28	39. Simpsons 10.2/18
8:30		65. CBS Thursday Movie—The Untouchables 6.9/11		43. Beverly Hills 90210 9.8/15
9:00			1. Cheers 22.4/34	
9:30				
10:00	22. Primetime Live 12.8/22		13. L.A. Law 15.1/26	
10:30				
FRIDAY	10.6/21	10.4/20	7.7/15	5.7/11
8:00	32. Family Matters 11.5/24	56. Titanic: Treasure of the Deep 8.4/17	69. I Witness Video 6.4/13	69. America's Most Wanted 6.4/13
8:30	54. Rosey & Buddy 8.7/17			
9:00	50. Dinosaurs 8.9/17	33. Ancient Secrets of the Bible 11.4/21	56. I'll Fly Away 8.4/16	72. Sightings 5.6/11
9:30	46. Baby Talk 9.6/18			75. Trial & Error 4.5/8
10:00	25. 20/20 12.5/24			
10:30				
SATURDAY	8.0/16	9.5/19	9.1/18	6.9/14
8:00	61. ABC Saturday Night Movie—Mario and the Mob 7.5/15	46. CBS Saturday Movie—The Color Purple 9.6/19	58. Golden Girls 8.1/18	63. Cops 7.0/15
8:30			50. Golden Girls 8.9/18	59. Cops 2 7.9/16
9:00			37. Empty Nest 10.6/20	67. Code 3 6.5/13
9:30			49. Bob Hope Special 9.0/17	71. World's Big Lies 6.2/11
10:00	50. The Commish 8.9/17			
10:30				
SUNDAY	10.6/18	14.3/24	13.7/24	6.9/12
7:00	72. ABC's World of Discovery 5.6/11	10. 60 Minutes 16.2/31	41. Unsolved Mysteries 10.0/18	75. True Colors 4.5/9
7:30				74. Parker Lewis 5.1/10
8:00	30. Am Fun Hme Vid 11.6/20	14. Murder, She Wrote 14.7/25		34. In Living Color 11.1/19
8:30	28. Am Fun People 11.8/20			55. Roc 8.5/14
9:00	24. ABC Sunday Night Movie—Look Who's Talking 12.6/20	20. CBS Sunday Movie—Intruders, Pt. 1 13.2/21	7. NBC Sunday Night Movie—Cruel Doubt, Pt. 1 16.8/27	30. Married w/Chldn 11.6/18
9:30				67. Jon Lovitz Show 6.5/10
10:00				75. Std by Your Man 4.5/7
10:30				78. Get a Life 3.3/6
WEEK'S AVGS	11.4/20	11.6/20	12.1/21	7.3/13
SSN. TO DATE	12.0/20	13.4/22	12.2/20	7.9/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's □ **$713,000** □ **5**
FM's □ **$2,375,000** □ **4**
AM-FM's □ **$3,800,000** □ **2**
TV's □ **$13,526,000** □ **2**
Total □ **$20,414,000** □ **13**

1992 to Date:
AM's □ **$34,492,538** □ **74**
FM's □ **$55,777,138** □ **91**
AM-FM's □ **$83,041,205** □ **55**
TV's □ **$275,116,620** □ **22**
Total □ **$448,427,501** □ **242**

For 1991 total see Jan. 27, 1992 BROADCASTING.

KCAN(TV) Albion, Neb.; WMGC-TV Binghamton, N.Y.; and WVNY(TV) Burlington, Vt. WOI-TV is ABC affiliate on ch. 5 with 100 kw visual, 20 kw aural and antenna 1,850 feet above average terrain. *Broker: Ted Hepburn Co.*

WKSJ-AM-FM Mobile, Ala., WRKA(FM) Louisville, Ky., and WCAW(AM)-WVAF(FM) Charleston, W.Va. □ Sold by Capitol Broadcasting to WESHAM Broadcasting Co. for $8.125 million. **Seller** is headed by Kenneth S. Johnson, who will be WESHAM Broadcasting's president and CEO. **Buyer** is general partner of new limited partnership between Franklin Holding Corp., headed by Stephen L. Brown, and the WESHAM Corp., headed by William E. Simon and Morton I. Hamburg, communications lawyer and former president of group owner JAG Communications. WKSJ(AM) has country format on 1270 khz with 5 kw day. WKSJ-FM has contemporary country format on 94.9 mhz with 100 kw and antenna 410 feet above average terrain. WRKA has AC format on 103.1 mhz with 3 kw and antenna 135 feet above average terrain. WCAW has country, sports format on 680 khz with 50 kw day. WVAF has AC format on 99.9 mhz with 50 kw and antenna 490 feet above average terrain. *Broker: Blackburn & Co.*

WCNN(AM)-WALR(FM) Atlanta □ Sold by Ring Radio Co. to Midwestern Broadcasting for $6 million. **Seller** is headed by Kim King and Charles Smithgall. **Buyer** is headed by Lewis W. Dickey, and also owns WWWM-AM-FM Toledo, Ohio. *Broker: Stan Raymond & Associates Inc. and Burt Sherwood Inc.*

KNJO(FM) Thousand Oaks, Calif. □ Sold by Comedy Broadcasting Co. to Flagship Communications Co. Inc. for $1.1 million, including $600,000 in assumption of debt. **Seller** is headed by Ira Barmak, and has no other broadcast interests. **Buyer** is headed by Darry A. Sragow, and has no other broadcast interests. KNFO has AC format on 92.7 mhz with 560 w and antenna 630 feet. *Broker: Amercian Radio Brokers.*

KRIT(FM) Clarion, Iowa □ Sold by Linder Broadcasting of Fort Dodge Inc. to Radio Iowa Broadcasting Inc. for $785,000 in cash and notes. **Seller** is headed by Donald Linder. Linder has interests in licensees of KTOE(AM)-KDOG(FM) Mankato, KMHL(AM)-KKCK(FM) Marshall, and is permittee of KQXA(FM) Le Suer, all Minnesota, and KKSI(FM) Eddyville, Iowa. **Buyer** is headed by James D. Ingstad, who owns licensees of KNUJ(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna and KWAD(AM)-KKWS(FM) Wadena, all Minnesota; KWBG-AM-FM Boone, Iowa, and KOVC-AM-FM Valley City, N.D. He is also permittee of KLPR(FM) Springfield and is applicant for new FM at Sleepy Eye, both Minnesota. KRIT has AC format on 96.9 mhz with 100 kw and antenna 578 feet. *Broker: Johnson Communications Properties.*

WAGR(AM)-WJSK(FM) Lumberton, N.C. □ Sold by Southeastern Broadcasting Corp. to Messa Inc. for $400,000. Terms: $230,000 cash at closing, $50,000 10-year note at 9% and $120,000 five-year noncompete covenant payable over 10 years. **Seller** is headed by Albert Kahn, and has no other broadcast interests. **Buyer** is headed by R.L. Harrell, and has no other broadcast interests. WAGR is fulltimer with country format on 1340 khz with 1 kw. WJSK has oldies format on 102.3 mhz with 3 kw and antenna 270 feet.

McAULIFF SUCCEEDS ROSENFIELD AS BLAIR CEO

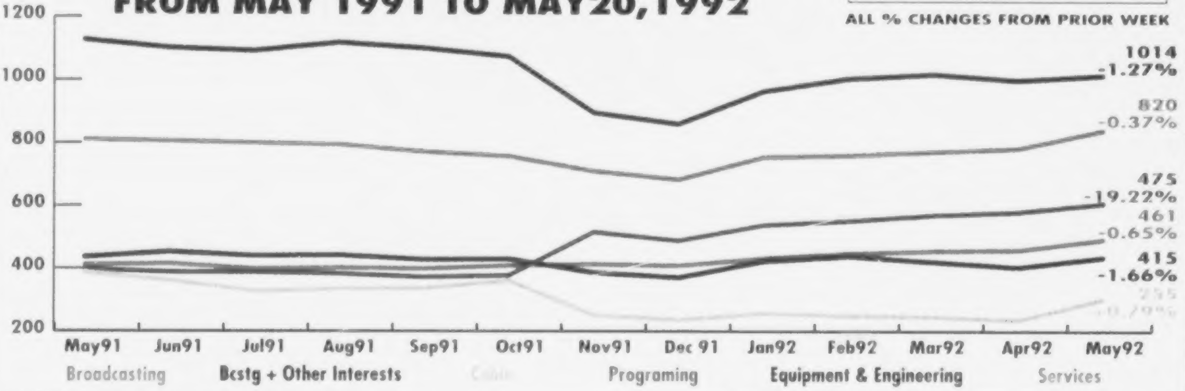
John Blair & Co. announced last week that Tim McAuliff (left) will become chief executive officer replacing Jim Rosenfield (right), who will remain chairman. McAuliff has been president of Blair Television since May 1987, one month after the company was bought in a leveraged buyout. A high debt level and weakness in national advertising forced the financial restructuring of the company in late 1989. Some have speculated that pressure from creditors may have played a role in the leadership change. A principal of Saratoga Partner LP, one of the major investors in the Blair LBO, declined to comment on the rumors, which were denied by Blair executives. Shortly after the buyout, the rep firm's station list hit a low of 122 but has since rebounded to about 140, picking up key clients such as WUSA-TV Washington, and a couple of the Post-Newsweek stations. Blair had estimated billings last year of close to $800 million, placing it third among reps behind Katz and Telerep. Rosenfield said he "will be able to devote more time to long-term strategy." **—GF**

Broadcasting's By The Numbers

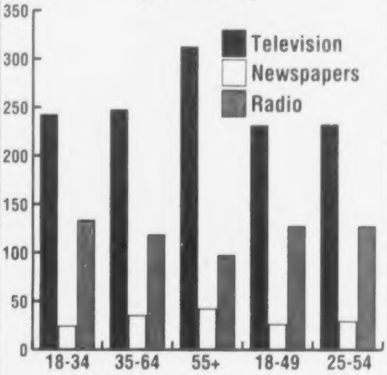
STOCK MARKET PERFORMANCE AVERAGES FROM MAY 1991 TO MAY20,1992

NASDAQ: 580.29 (-0.36%)
S&P Ind.: 490.24 (-0.33%)

ALL % CHANGES FROM PRIOR WEEK



TIME SPENT BY WOMEN DAILY WITH MAJOR MEDIA
(IN MINUTES)



Source: Television Bureau of Advertising from Bruskin Associates data

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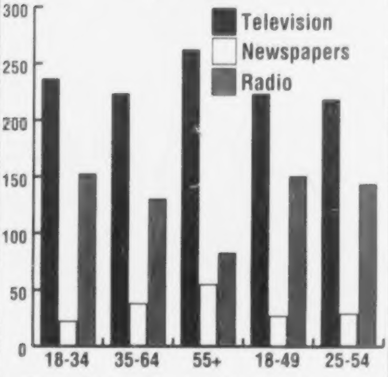

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Broadcasting

In Brief

FCC hit a new high with its indecency fines last week, levying a tentative **$25,000 penalty on KGB-FM San Diego** for a series of morning-drive broadcasts in early 1990. FCC said the record fine was justified, given the station's broadcast of a song ("Candy Wrapper") that had previously been found to be indecent and its repeated broadcast of another ("Sit on My Face") the station itself acknowledged to be offensive. A decision on whether to challenge the fine has not been made, said station GM Tom Baker, but offending broadcasts were "isolated incidents totally at odds with what station and company stand for."

Taking a new tack in defending against pending FCC indecency charges, **WLUP(AM) Chicago sent the agency an 18-minute video collection and transcripts of recent television programing** dealing with explicit sexual themes. It was to make the point that the allegedly indecent programing on WLUP—brief segments of the *Steve and Gary Show* and the *Kevin Matthews Show* that deal with penis size—are consistent with "programing commonly found on radio and television programs throughout the Chicago area." "This is not a taboo topic on today's airwaves," Evergreen argues.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 10. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	13.0/227/99
2.	Jeopardy!	11.4/218/98
3.	Oprah Winfrey Show	10.9/231/99
4.	Star Trek	10.8/245/98
5.	Entertainment Tonight	7.9/191/96
6.	Married...With Children	7.8/175/93
7.	A Current Affair	7.4/177/94
8.	Wheel Of Forutne-wknd	6.9/182/82
9.	Cosby Show	6.6/202/97
10.	Inside Edition	6.4/136/89
11.	Donahue	6.2/231/99
12.	Hard Copy	5.5/176/92
13.	Sally Jessy Raphael	5.3/211/96
14.	WKRP In Cincinnati	4.8/238/99
15.	Geraldo	4.7/171/97

NEVADA TV'S FILE SUIT OVER GAMBLING AD BAN

Two Nevada NBC affiliates have filed suit against the federal government and the FCC, charging that their ban against gambling advertising is unconstitutional.

Sunbelt Broadcasting Co.'s KVBC(TV) Las Vegas and KRNV(TV) Reno filed on May 14 in federal district court in Nevada. The suit is a reaction to an "aggregation of events," namely a series of exceptions to the ban (such as state lottery commercials and advertisements of contests using 900 telephone numbers) that have been passed over the years, according to Janet Rogers, Sunbelt corporate counsel and part owner. The FCC would not comment on the suit; it and the government have 60 days to respond.

The suit comes at a time when TV stations are struggling to find new sources of ad revenue. While broadcasters are allowed to air ads for casinos, hotels and restaurants, no mention or pictures of any gambling activities are allowed. Airing such spots is a federal crime, punishable by a $1,000 fine and a one-year prison term, according to Rogers.

The idea of bringing the suit was discussed at the Nevada Broadcasters Association convention, but no other stations have joined in the action. Rogers says Sunbelt decided it would be easier to go it alone, but she did not rule out the possibility of other stations joining later. -SM

TV station revenue increased 3.6% in April, according to the monthly "flash" time sales survey released by the Television Bureau of Advertising. Affiliate revenue improved 3.5%, while independent sales increased 3.9%. Local revenue increased 6.7% and national spot sales declined 0.1%. Comparisons may have been helped some because Easter fell in April this year—in 1991 the holiday fell in March.

This Thursday, May 28, **Zenith Electronics Corp. will demonstrate a 75-mile, over-the-air transmission of its Digital Spectrum Compatible HDTV system** for an invited audience in Glenview, Ill. The broadcast will originate at noncommercial WMVT(TV) Milwaukee. To date, the longest broadcast transmission of digital HDTV was General Instrument's 10-mile demonstration in Washington two months ago (BROADCASTING, March 30).

King World Productions has sent word out to Allen Funt Productions that it **will not pick up its option to syndicate *Candid Camera*** for a second season in 1992-93, according to Peter Funt, son of the show's creator and consultant, Allen Funt (see "Closed Circuit," page 10). Industry observers expected the series would not return due to nagging rating problems.

Another major rookie first-run strip, ***Now It Can Be Told,* from Tribune Entertainment Co., will discontinue stripping at the end of this season.** The Chicago-based syndicator, instead, has slated host Geraldo Rivera to host a pair of prime time investigative specials titled *Geraldo—Now*.

Tribune Broadcasting's **WGN-TV Chicago is looking to take *The Tonight Show* head-on by moving *The Dennis Miller Show* from its**

JUN 1

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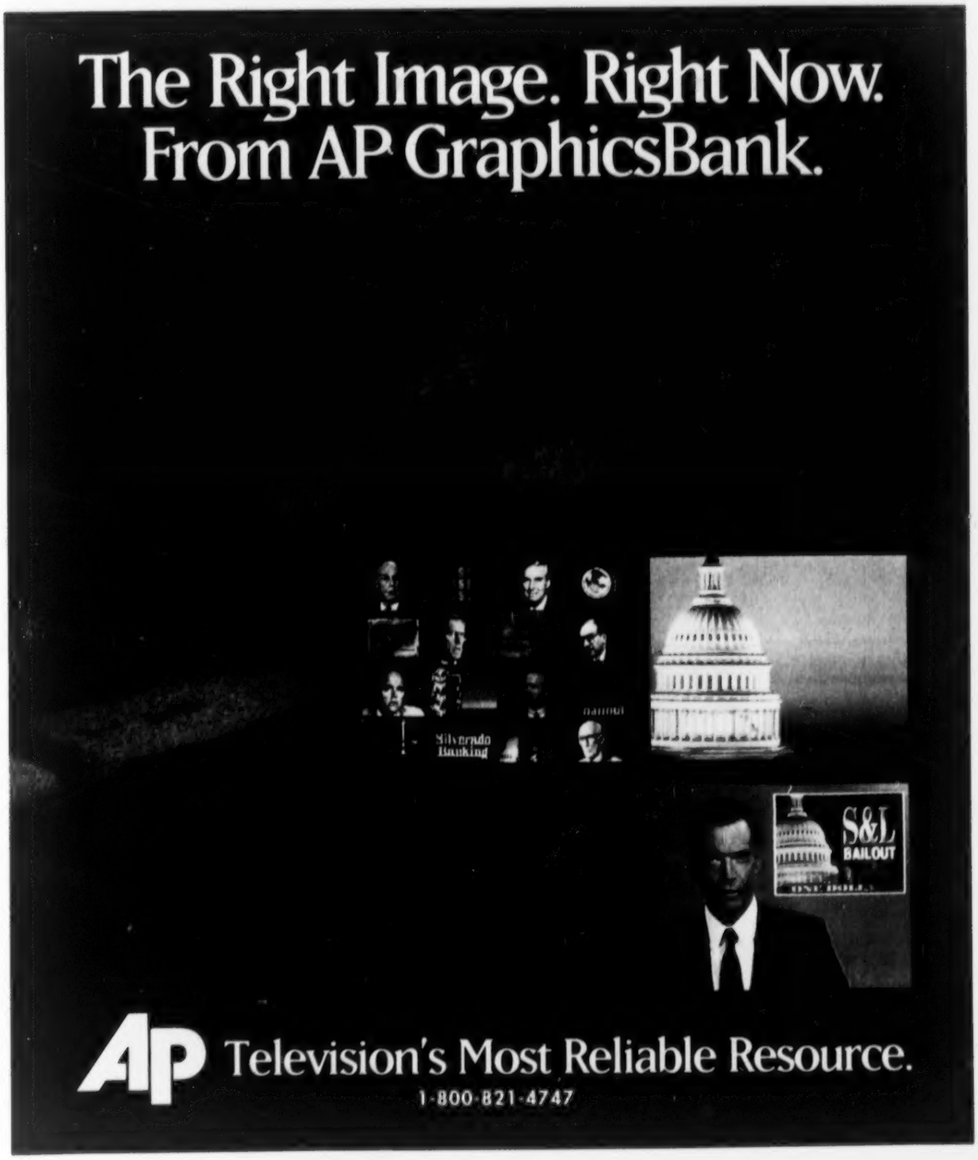
❑ FOX GOES FULL SERVICE FOR FALL / 18

❑ PPV SUMMIT: PROMISE OF TECHNOLOGY, THREAT OF COMPETITION / 24

❑ TV GROUP OWNERS FIND LITTLE SYMPATHY ON WALL STREET / 36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EXCLUSIVE INTERVIEW
ABC ENTERTAINMENT
HEAD BOB IGER

BASEBALL SWINGS AT LOCAL RIGHTS

New language aimed at superstations

By Joe Flint and Randy Sukow

Major League Baseball threw another brushback pitch at superstations by requiring a language change for local broadcast contracts that would allow a team to terminate its contract with a station if game broadcasts are retransmitted "by any means" to more than 200,000 homes outside the team's territory.

An April 29 memo to the 28 major league teams obtained by BROADCASTING includes an "Extra Territorial Transmission" clause to be inserted in all contracts as they come up for negotiation.

And, in case Congress adopts retransmission consent language allowing broadcasters to charge cable systems for carriage of over-the-air signals, MLB has added a retransmission consent clause "designed to insure that clubs renewing or entering into new over-the-air TV agreements receive full value for the rights to broadcast their games."

Although the language in the extraterritorial transmission clause applies to over-the-air coverage as well as cable, wireless and satellite carriage, most see this as an attack on superstations. "It is very clear that Major League Baseball is opposed to superstations," said Bert Carp, vice president, government affairs, Turner Broadcasting, which owns superstation WTBS(TV) Atlanta and the Atlanta Braves. "We would hope a way will be found for baseball to continue to be on superstations. This [memo] appears to indicate that if baseball gets the changes it wants, there just won't be superstations."

David Alworth, Major League Baseball's executive director, broadcast, said the language required in renewal contracts is to "give the clubs the right to take back their broadcast rights if they don't feel that they are getting proper consideration for the use that is being made of those telecasts."

Alworth stressed that it is up to individual teams and not MLB to decide

This Week

ANOTHER HARBOR TRY / 8

Senator Robert Byrd introduces an amendment to public broadcasting authorization bill that would create a midnight-6 a.m. "safe harbor" for indecent programing.

PLAYING IT SAFE / 10

TV networks hope a fall schedule with little risky programing will translate into an attraction for advertisers.

THAT'S ENTERTAINMENT / 12

In an exclusive interview, ABC Entertainment President Robert Iger talks about his hopes for the network's "sales-friendly," younger-skewing lineup, as well as his own prospects for the future.

FULL WEEK FOR FOX / 18

Declaring itself a "full-service network," Fox extends its programing week to seven nights this fall.

PPV IN ORLANDO / 24

Among issues addressed at CTAM's PPV Conference is concern over the competitive threat posed by direct broadcast satellites. New technology to expand channel capacity holds great promise.

Networks hope new shows—like NBC's 'Loved by You'—are loved by viewers and advertisers

WHITE HOUSE CALLS FOR VIDEO DIALTONE / 26

President Bush's chief domestic adviser, Clayton Yeutter, writes a letter to senators calling for removal of barriers to telcos' providing video services.

PTAR FLIP-FLOP / 28

With new Arbitron market rankings, Little Rock, Ark., and Albany, N.Y., change places as markets 50 and 51, which means stations there have to adjust their schedules and program buying habits.

RADIO REV UP / 30

RAB figures show station revenue up 3% in April compared with the same month last year.

JAPAN PONDERS ULTRA / 32

Next-generation digital technology, ultra TV, is the goal of proposed new Digital Movies Laboratory.

BANKING BLUES / 36

With the largest number of broadcaster public securities offerings in recent years, the financial market facing them is one of the toughest.

REP-ERCUSSIONS / 38

Executives of rep firms are unclear how their business will be affected by the FCC's proposed liberalization of TV ownership limits.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week ◼ May 18-24

	ABC	CBS	NBC	FOX
MONDAY	9.8/16	17.0/28	14.6/24	6.2/10
8:00	60. Full House 7.1/13	12. Evening Shade 13.8/25	20. Fresh Prince 12.1/22	65. Fox Night at the Movies—Bill & Ted's Excellent Adventure 6.2/10
8:30	49. Family Matters 8.6/14	11. Major Dad 14.7/25	7. NBC Monday Night Movie—Bird on a Wire 15.1/24	
9:00	28. ABC Monday Night Movie—Calendar Girl, Cop, Killer? 10.7/17	1. Murphy Brown 23.0/35		
9:30		2. Evening Shade 17.9/27		
10:00		3. Northern Exposure 16.2/27		
10:30				
TUESDAY	14.1/23	12.0/20	13.7/23	NO PROGRAMING
8:00	21. Full House 11.9/22	30. Rescue: 911 10.3/18	24. In the Heat of the Night 11.4/20	
8:30	6. Home Improvmt 15.4/26			
9:00	4. Roseanne 16.0/25	15. CBS Tuesday Movie—Intruders, Pt. 2 12.9/21	10. NBC Tuesday Movie of the Week—Cruel Doubt, Pt. 2 14.8/24	
9:30	9. Coach 15.0/23			
10:00	14. Oprah: Behind the Scenes 13.1/22			
10:30				
WEDNESDAY	10.8/19	10.1/18	11.8/22	NO PROGRAMING
8:00	47. Wonder Years 9.0/18	39. Country Music Hall of Fame 9.7/18	13. Unsolved Mysteries 13.4/26	
8:30	41. Doogie Howser 9.6/18			
9:00	23. American Comedy Awards 11.6/20		29. Seinfeld 10.4/18	
9:30				
10:00		26. 48 Hours 10.9/19	22. Quantum Leap 11.7/21	
10:30				
THURSDAY	9.1/16	8.5/15	12.5/22	7.8/14
8:00	65. The Young Riders 6.2/12	35. Top Cops 9.9/19	42. Cosby 9.5/19	52. Simpsons 8.2/16
8:30			30. A Diffrnt World 10.3/19	71. Drexell's Class 5.8/11
9:00	53. MacGyver 8.1/14	34. Street Stories 10.0/17	17. Cheers 12.7/22	49. Beverly Hills 90210 8.6/15
9:30			25. Wings 11.3/19	
10:00	15. Primetime Live 12.9/23	72. Human Factor 5.6/10	5. L.A. Law 15.5/27	
10:30				
FRIDAY	10.7/22	6.1/13	9.6/19	5.4/11
8:00	37. Family Matters 9.8/22	64. Rescue: 911 6.4/14	53. Matlock 8.1/18	73. Fox Night at the Movies—The Haunted 5.4/11
8:30	39. Step By Step 9.7/21			
9:00	35. Dinosaurs 9.9/20	70. CBS Friday Movie—Till We Meet Again, Pt. 1 5.9/12	30. NBC Movie of the Week—Perry Mason: Case of the Desperate Deception 10.3/20	
9:30	44. Baby Talk 9.4/18			
10:00	17. 20/20 12.7/24			
10:30				
SATURDAY	5.4/12	6.1/14	8.3/18	6.4/14
8:00	80. ABC Saturday Night Movie—Plymouth 4.3/10	67. CBS Saturday Movie—Till We Meet Again, Pt. 2 6.1/14	46. Golden Girls 9.2/22	67. Cops 6.1/15
8:30			56. The Torkelsons 7.9/18	59. Cops 2 7.4/17
9:00			37. Empty Nest 9.8/21	63. Code 3 6.6/14
9:30			42. Nurses 9.5/20	75. Payback 5.3/11
10:00	58. The Commish 7.6/17		61. Sisters 6.8/15	
10:30				
SUNDAY	7.4/14	12.3/24	7.8/15	6.0/12
7:00	76. Life Goes On 5.0/11	7. 60 Minutes 15.1/34	83. Adv Mark & Brian 3.3/8	80. True Colors 4.3/10
7:30			82. Disaster Files 3.5/8	79. Parker Lewis 4.4/10
8:00	44. Am Fun Hme Vid 9.4/19	19. Murder, She Wrote 12.2/24	77. Against All Odds 4.6/9	55. In Living Color 8.0/16
8:30	48. Am Fun People 8.7/17		33. NBC Sunday Night Movie—Bird on a Wire 10.2/19	69. Roc 6.0/12
9:00	57. ABC Sunday Night Movie—Queenie, Pt. 1 7.8/14	26. CBS Sunday Movie—Who Is Julia? 10.9/20		51. Married w/Childn 8.5/16
9:30				61. Herman's Head 6.8/12
10:00				73. Std by Your Man 5.4/10
10:30				78. Get a Life 4.5/9
WEEK'S AVGS	9.5/18	10.4/19	11.0/20	6.2/12
SSN. TO DATE	12.0/20	13.3/22	12.2/20	7.9/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

double-checked and we didn't spot the error," said Arbitron spokesman Thom Mocarsky. He attributed the second error to miscommunication among Arbitron staffers.

Since recognizing the error, Arbitron has corrected WSCR's Arbitrend rating from a zero share to a 0.3 share for the period covering November, December and January.

"It means we had an audience on day one, even though initially they claimed we had no audience," said Seth Mason, vice president, Diamond Broadcasting.

"Suffice it to say, it was an error—and we make good when we make an error," Mocarsky said.

No adjustments were necessary for WSCR's subsequent ratings, which show the station's share rising to 0.7 in its second monthly trend, 0.9 in the winter book, and a 1.1 share in the most recent Arbitrends report.

Mason said the station is anxious to put the matter behind it, and looks forward to a strong spring as two Chicago teams (the Bulls and Blackhawks) contend for titles.

But he also said the erroneous zero rating had cost the station an undisclosed amount in lost advertising revenue and caused considerable worries at the station.

"It's hard enough signing on a radio station that had been dark and had no listeners for the previous 12 months," he said.

"There was some very negative press that the station received because of it. We had people here who changed jobs to come work here, who had to spend four weeks going home at night wondering if they had made a mistake." ■

RIDING GAIN

STERN LOOPED?

The on-again, off-again courtship between syndicated morning man Howard Stern and Evergreen Media's WLUP(AM) in Chicago is apparently on again. Evergreen Chief Operating Officer Jim de Castro says: "We're entertaining the thought of bringing him to Chicago if he's smart enough not to let money get in the way." Chicago sources say two things are holding up the deal: haggling over money and Evergreen's concern over adding another racy jokester to a station already facing indecency complaints. Stern's morning show originates on Infinity Broadcasting's WXRK(FM) New York and also airs in Philadelphia, Los Angeles, Baltimore and Washington. Stern's agent, Don Buchwald, had no comment on the negotiations. On his Thursday show, Stern confirmed that a Chicago station had offered around $600,000 to air the show.

PIRATE REVAMP

Changes at Westwood One's Pirate Radio (KQLZ-FM) Los Angeles: Carey Curelop resigned last week as program director, to be replaced by Greg Stevens of KIOZ(FM) San Diego, who will also serve as half of Pirate's new morning team beginning June 8. KQLZ-FM had a 2.2 share in the winter Arbitrons (total week, persons 12-plus), 22nd in the Los Angeles market.

DR. BRUCE?

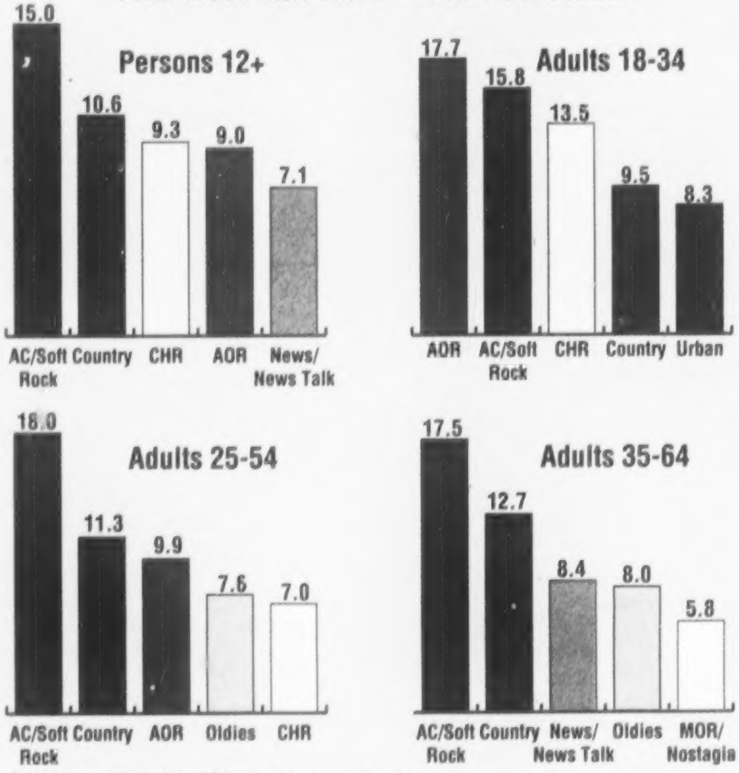
Two long-time radio personalities received special honors outside the industry this month. On the West Coast, Bill Keene, the veteran traffic and weather reporter at KNX(AM) Los Angeles received the ultimate Hollywood honor: his own star on Hollywood's Walk of Fame. Back east, NBC Talknet's Bruce Williams picked up an honorary doctorate from his alma mater, Kean College of New Jersey.

RADIO MONTREUX

NAB reports registration for NAB Radio Montreux, June 10-13, has topped 500, including 85 radio equipment suppliers and broadcasters from 25 countries. Among the featured speakers: FCC Chairman Alfred Sikes.

TOP FIVE FORMATS BY DEMOGRAPHIC GROUP

Total Week AQH Share—Winter 1992 Arbitron



Source: Interep Radio Store 95 Continously measured metros.

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KVOA-TV **Tucson, Ariz.;** WESH(TV) **Daytona Beach-Orlando, Fla.;** KCCI-TV **Des Moines, Iowa;** KPRC-TV **Houston, and** KSAT-TV **San Antonio, Tex.** □ Sold by H&C Communications to Young Broadcasting (BROADCASTING, May 25). Estimates on purchase price range from $350 million to $650 million. **Seller** is headed by Thomas Reiff, president, broadcast group. **Buyer** is headed by Adam and Vincent Young (father and son) and owns WTVO(TV) Rockford, Ill.; KLFY-TV Lafayette, La.; WLNS-TV Lansing, Mich.; WKRN-TV Nashville; WKBT(TV) La Crosse, Wis.; WTEN-TV Albany, N.Y., and its satellite station, WCDC-TV Adams, Mass.

WSTM-TV **Syracuse, New York** □ Sold by SJL Broadcast Management Corp. to Federal Broadcasting Co. for close to $20 million. Seller is headed by George Lilly, president, who also owns KSNG(TV) Garden City, KSNC(TV) Great Bend, KSNT(TV) Topeka and KSNW(TV) Wichita, all Kan.; WJRT-TV Flint, Mich.; KTVQ(TV) Billings, Mont., and KSNK(TV) McCook, Neb. Buyer is headed by Dale G. Rands, chairman, and Peter Kizer, president, and currently owns WCFT-TV Tuscaloosa, Ala.; WTOM-TV Cheboygan, WLUC-TV Marquette and WPBN-TV Traverse City, all Mich.; WDAM-TV Laurel (Hattiesburg), Miss.; and KTVO(TV) Kirksville, Mo. (Ottumwa, Iowa). WSTM-TV is NBC affiliate on channel 3 with 100 kw vis. and 20 kw aural with antenna 1,000 feet above average terrain. *Broker: Media Venture Partners.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$392,660 □ 5**

FM's □ **$977,000 □ 5**

AM-FM's □ **$14,348,000 □ 5**

TV's □ **$820,000,000 □ 10**

Total □ **$835,717,660 □ 25**

1992 to Date:

AM's □ **$34,885,198 □ 79**

FM's □ **$56,754,138 □ 96**

AM-FM's □ **$97,389,205 □ 60**

TV's □ **$1,095,116,620 □ 32**

Total □ **$1,284,145,161 □ 267**

For 1991 total see Jan. 27, 1992 BROADCASTING.

KAHI(AM)-KHYL(FM) **Auburn, Calif.** □ Sold by Parker Communications-Sacramento Inc. to National Radio Partners Ltd. for $12.75 million. Sale includes KTCJ(AM)-KTCZ(FM) Minneapolis. **Seller** is represented by Elliot B. Evers, receiver. **Buyer** is headed by Arthur H. Kern and Alan S. Beck, and is licensee of KCEE(AM)-KWFM(FM) Tucson, Ariz., and WUBE-AM-FM Cincinnati. Kern holds 51% of voting stock of licensee of WOCL(FM) Deland, Fla. He also has 54% interest in licensee of WALK-AM-FM Patchogue, N.Y., and 51% voting stock interest in licensee of KMEN(AM)-KGGI(FM) San Bernardino-Riverside, Calif. KAHI has AC format on 950 khz with 5 kw day and 4.2 kw night. KHYL has oldies format on 101.1 mhz with 36.3 kw and antenna 577 feet above average terrain. *Broker: Media Venture Partners.*

WCAZ-AM-FM **Carthage, Ill.** □ Sold by Bryan Broadcasting Inc. to Reality Plus Corp. for $850,000. **Seller** is headed by Dan C. Bryan. **Buyer** is headed by John B. Jamison (60%), and has no other broadcast interests. WCAZ(AM) has C&W format on 990 khz with 1 kw day and 9 w night. WCAZ-FM has C&W format on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

KPRB(AM)-KSJJ(FM) **Redmond, Ore.** □ CP Sold by Redmond Broadcast Group Inc. to Stewart Broadcasting Inc. for $710,000. **Seller** is headed by Donald McCoun. **Buyer** is backed by Stewart-Hyams Family Trust (100%), headed by Sande R. Stewart, and has no other broadcast interests. KPRB is fulltimer with C&W format on 1240 khz with 1 kw. KSJJ has C&W format on 102.9 mhz with 2.25 kw and antenna 393 feet above average terrain.

SOLD!

WSTM-TV (NBC), Syracuse, New York from **SJL Broadcast Management Corp.,** George D. Lilly, President to **Federal Broadcasting Company,** Dale G. Rands, Chairman/CEO and Peter Kizer, President/COO.

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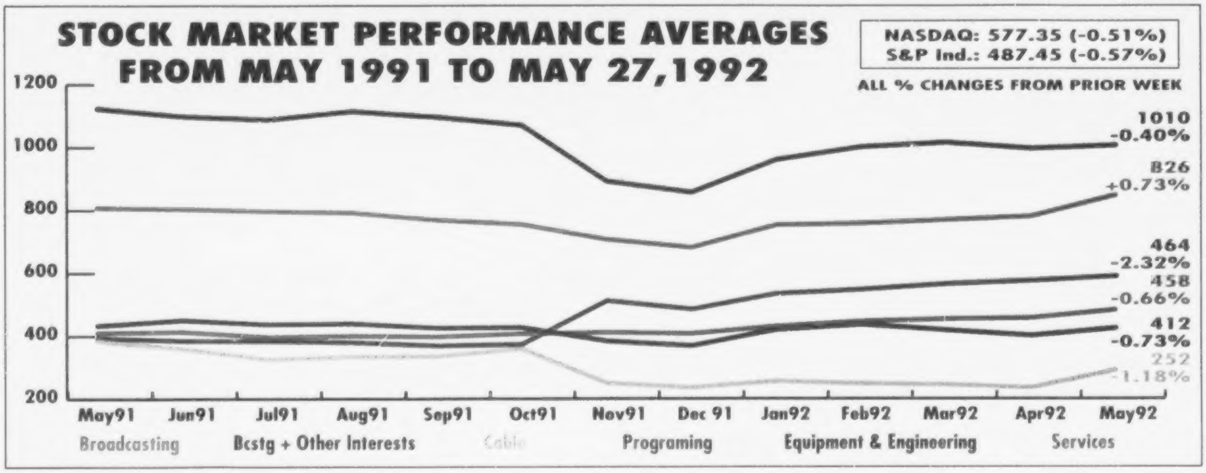
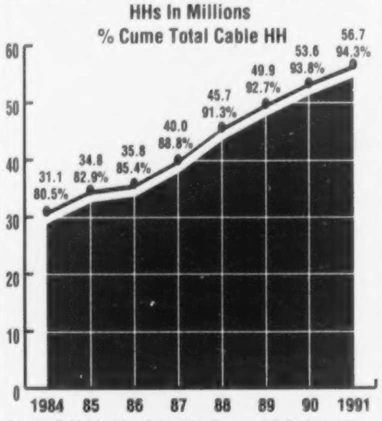
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM MAY 1991 TO MAY 27,1992

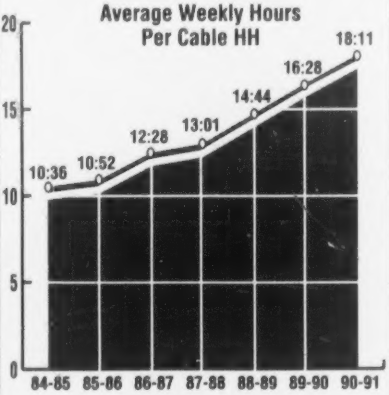


AVE. WEEKLY CUME— AD-SUPPORTED CABLE



Source: Cabletelevision Advertising Bureau, A.C. Nielsen data

TIME SPENT WITH BASIC CABLE



Source: Cabletelevision Advertising Bureau, A.C. Nielsen data

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,652	1,001	5,653
Educational FM	1,530	314	1,844
Total Radio	**11,164**	**1,548**	**12,712**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	169	749
Educational VHF TV	123	5	128
Educational UHF TV	236	9	245
Total TV	**1,497**	**196**	**1,693**
VHF LPTV	452	148	600
UHF LPTV	785	849	1,634
Total LPTV	**1,237**	**997**	**2,234**
FM translators	1,894	362	2,256
VHF translators	2,503	76	2,579
UHF translators	2,350	400	2,750

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

Tribune Broadcasting Co. agreed last week to purchase D&D Broadcasting's KOSI(FM)-KEZW(AM) Denver for $19.9 million, pending FCC approval. Wayne Vriesman, Tribune's radio group VP, called the purchase "the first step in a long-term strategy to expand our radio group." Because Tribune owns KWGN-TV Denver, the purchase will require a waiver from the FCC of its "one-to-a-market" rule.

Three Capcities/ABC O&O's—KABC-TV Los Angeles, KTRK-TV Houston and KSFN-TV Fresno, Calif.—**and the CBS affiliate in Tallahassee, Fla., WCTV, were hit last week with FCC complaints alleging overcharging candidates** in violation of the agency's lowest-unit-charge rules.

Talks between networks and their affiliates on network-cable crossownership have taken on an even greater significance in light of the FCC's Mass Media Bureau recommending relaxing the ban to allow the three broadcast networks to acquire cable systems serving up to 10% of the nation's homes passed and up to 50% of homes passed in a local market, which is what the networks had proposed. Affiliates—while against any repeal—had proposed safeguards of 5% national and 25% local. The FCC is expected to take up the issue at its June 18 meeting. **Justice Department** also filed at the FCC, saying it **"supports elimination of the rules prohibiting all crossownership between cable systems and TV networks."**

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 17. Numbers represent aggregate rating average/stations/% coverage)

1.	Star Trek	12.1/246/98
2.	Wheel Of Fortune	12.0/226/98
3.	Jeopardy!	10.8/218/98
4.	Oprah Winfrey Show	10.0/231/98
5.	Entertainment Tonight	7.9/192/93
6.	Married...With Children	7.5/176/98
7.	Wheel Of Fortune-wknd	7.2/191/81
8.	A Current Affair	7.0/178/95
9.	Donahue	6.5/231/99
10.	Inside Edition	6.3/138/90
11.	Cosby Show	6.1/202/97
12.	Hard Copy	5.3/175/91
13.	Sally Jessy Raphael	5.2/211/98
14.	WKRP in Cincinnati	4.9/235/98
15.	Star Search	4.8/194/97

WFAN(AM) New York morning personality **Don Imus** reportedly signed a five-year contract last week that will pay him **$3 million per year** to remain with the Infinity station. Infinity President Mel Karmazin had no comment on published reports of the new contract, said to be second in the New York market only to Howard Stern's estimated $3.5 million salary with Infinity's WXRK(FM).

Pay-per-view summer Olympics Triplecast will place its promotional emphasis on cable spots in the final weeks leading up to the games, with more than 2,000 spots scheduled on the national cable networks alone. The Triplecast's $40 million promotion effort will also use a number of primarily 60-second spots during NBC programing, including *Olympic Showcase,* Wimbledon, the NBA finals and late night and select prime time series *(L.A. Law, Cheers, Seinfeld, Wings* and *Quantum Leap).* There will also be a five-minute infomercial adjacent to game one of the NBA finals.

Rupert Murdoch, CEO of News Corp. and owner of Fox Broadcasting Co., submitted a six-page **outline on the future of broadcast television** at the request of Senator John McCain. "The number-one action that the Congress can, and we believe must, take to assure the future of over-the-air broadcasting is to repeal the cable compulsory license," Murdoch said. Fox is among the

ONE DOWN, LOTS TO GO FOR MFJ BILL

House Judiciary Committee Chairman Jack Brooks's (D-Tex.) Antitrust Reform Act (H.R. 5096), aimed at blocking monopolistic practices by the regional Bell operating companies (RBOC's), passed the Economic and Commercial Law Subcommittee by a 10-6 vote last Thursday (May 28). But the bill faces many hurdles before it can become law.

H.R. 5096, designed to replace the modified final judgment, the AT&T breakup consent decree, would establish strict entry tests and waiting periods of between three and seven years for RBOC entry into information services, telephone equipment manufacturing and long-distance service.

Several subcommittee members complained that the bill, introduced on May 4, was being rushed through committee without hearings. Others said they would support amendments to significantly alter the bill's waiting periods and entry tests when it reaches full Judiciary committee.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Commerce Secretary Barbara Franklin also stand in the way of the bill's enactment. Dingell asked House Speaker Thomas Foley (D-Wash.) for joint jurisdiction of the bill once it passes the Judiciary Committee because of its potentially great impact on communications regulation. That could add weeks to the process during a short legislative year. Franklin listed several objections to the bill and said she would recommend a presidential veto if it passes. **-RMS**

21852-14

JUN 8

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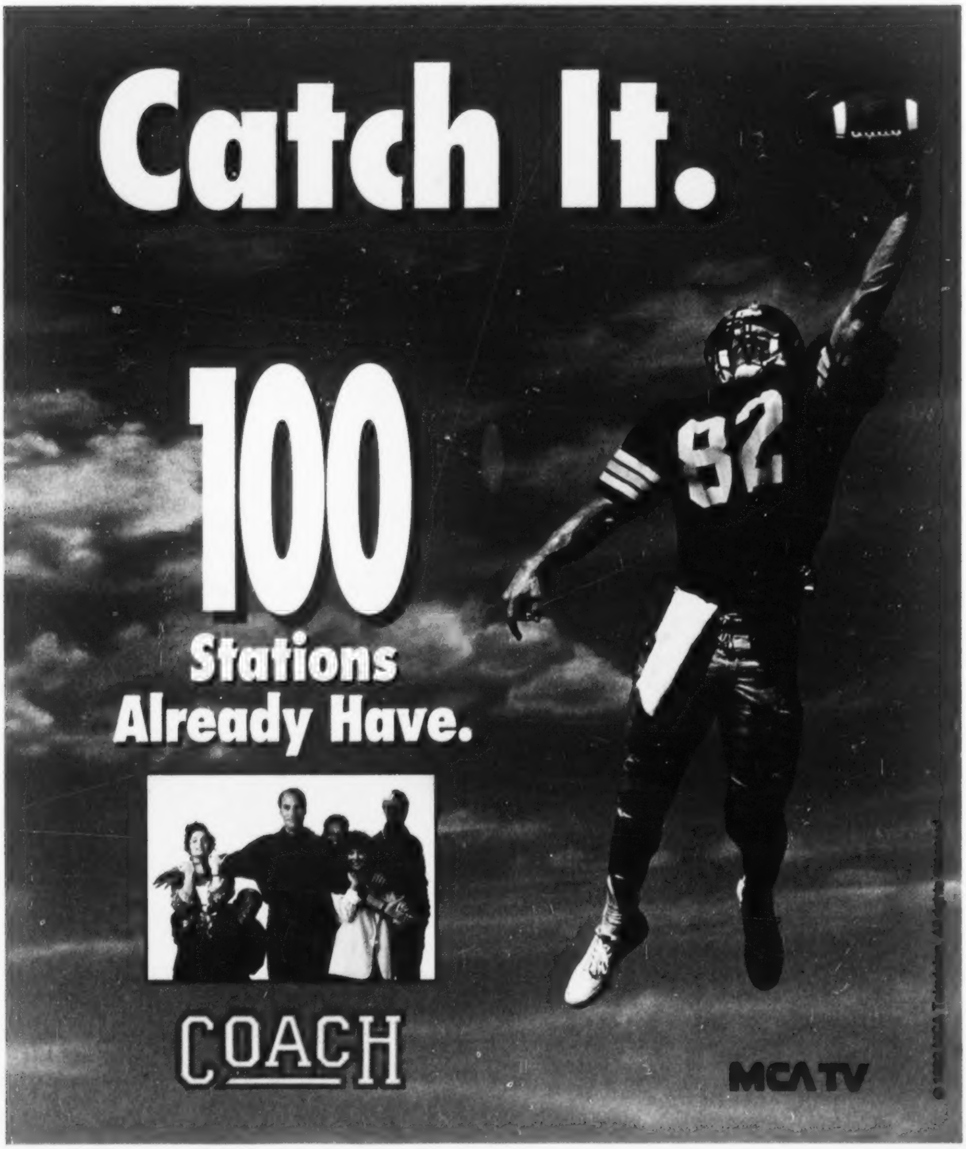
❑ SPELLING SUCCESS ENERGIZES IMAGE / 14

❑ LOCAL SPORTS TURNING TO PPV / 36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CBS'S CONTROVERSIAL COMPENSATION
Page 3

PRODUCTION DEFICITS TOP $464 MILLION

Alliance of Motion Picture and Television Producers says higher costs and lower license fees for network TV producers are to blame

By Steve Coe

Network television producers incurred total production deficits of more than $464 million for the 1991-92 season according to research compiled by the Alliance of Motion Picture and Television Producers. That's a 31% increase from 1990-91's $353,246,000 in deficits (BROADCASTING, Feb. 10).

The total represents the cumulative deficits suffered by producers of hour dramas and filmed and taped half-hour series. According to the research, producers of hour dramas carried deficits of over $148 million, half-hour filmed series of almost $190 million and half-hour taped shows of $126 million. On a per-episode basis, a half-hour filmed series carried an average deficit of $391,500, a $145,088 increase from the per-episode average in the 1991 season. For half-hour taped series the per-episode deficit in 1992 was $273,000, up from $132,806 in 1991. The news was slightly better for producers of one-hour series—their per-episode deficits decreased by $574,000 in 1992. However, with a per-episode deficit of $307,000, a producer who delivers 22 one-hour episodes will wind up the season in the hole for $6.7 million based on costs versus license fees.

The deficit jump can be attributed to ever-increasing production costs and falling license fees. Overall, production costs were up more than 12% for half-hour filmed series ($844,187 in 1990-91 versus $950,000 in 1991-92), and up 2% for one-hour filmed shows. The biggest increase in production costs, however, was for half-hour taped shows, where costs jumped from an average $697,759 in '90-'91 to $959,000 in '91-'92, an in-

This Week

CBS'S NEW COMP CHARGE / 3

Wall Street and network affiliates have imputed a variety of intentions to CBS's plan for an affiliation charge, but all sides agree it portends a dramatic change for the broadcasting industry.

GOODNIGHT 'NIGHTLINE'? / 5

In a satellite address to the affiliates meeting, ABC News President Roone Arledge warned that the network could lose its late-night *Nightline* if clearances continue to hover at their current 63%.

SKINNER'S MARSHALL PLAN / 6

Informed sources say that White House Chief of Staff Samuel Skinner has advised President Bush not to submit Sherrie Marshall's name for renomination to the FCC, arguing that the commissioner has been less than diligent in pursuing the administration's deregulatory agenda.

SPELLING SUCCESS / 14

With its *Beverly Hills, 90210* hit and network orders for more youth-oriented series, Spelling Entertainment has bounced away from its adult-skewing reputation (*Dynasty, Hotel*) and reshaped its image as a hip, youth-oriented producer.

SLIDING INTO PPV / 21

While major sports leagues remain hesitant about hatching national plans for pay per view, some local teams have made the move with few complaints from consumers and legislatures.

Aaron Spelling skews young with series cousins to 'Beverly Hills, 90210' (p. 14).

HIGH DEFINITION, HIGH PRICE / 23

Broadcasters plan to ask the FCC to reconsider its five-year rule for HDTV application/construction, contending the deadline will induce manufacturers to keep prices high.

SLIGHT GROWTH FOR RADIO / 24

McCann-Erickson's Robert Coen sees 4-5% growth for radio in his mid-year forecast, with the industry holding on to its 6.7% share of the total advertising market.

CPB BILL PASSES / 26

The U.S. Senate, wrapping up a seven-month controversy, passed a $1.1 billion appropriation for the Corporation for Public Broadcasting last week, and tacked on an amendment seeking a 6 a.m.-midnight ban on "indecent" programing.

SLOWER GROWTH FOR TV / 34

In the TV version of his midyear report, Robert Coen revised downward his predictions for advertising growth in 1992, pegging total TV ad revenue growth at 6.1%, not 7%.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week ■ May 25-31

	ABC	CBS	NBC	FOX
MONDAY	9.4/16	13.1/23	10.9/18	NO PROGRAMING
8:00	42. ABC Monday Night Movie—Queenie, Pt. 2 9.4/16	24. Evening Shade 11.7/21	17. Fresh Prince 12.4/23	
8:30		17. Major Dad 12.4/21	22. Blossom 12.1/20	
9:00		6. Murphy Brown 15.1/25	35. NBC Monday Night Movie—Desperado: The Outlaw Wars 10.2/17	
9:30		13. Designg Wmn 13.3/22		
10:00		14. Northern Exposure 13.1/23		
10:30				
TUESDAY	16.4/27	12.6/21	7.7/13	NO PROGRAMING
8:00	7. Full House 15.0/26	20. Rescue: 911 12.2/20	57. In the Heat of the Night 7.9/13	
8:30	2. Home Improvmt 18.3/30			
9:00	1. Roseanne 20.2/32	15. CBS Tuesday Movie—Miracle Landing 12.8/21	51. NBA Playoff—Utah at Portland 8.5/15	
9:30	4. Coach 17.4/28			
10:00	11. Jack's Place* 13.8/24			
10:30				
WEDNESDAY	9.7/17	10.2/17	12.9/22	NO PROGRAMING
8:00	45. Wonder Years 9.1/17	65. Davis Rules 7.1/13	9. Unsolved Mysteries 14.3/26	
8:30	31. Growing Pains 10.6/19	72. Brooklyn Bridge 6.2/11		
9:00	23. Doogie Howser 11.9/20	37. Jake and the Fatman 9.8/16	20. NBA Playoff—Cleveland at Chicago 12.2/22	
9:30	38. Anything B/Love 9.7/16			
10:00	53. Civil Wars 8.4/15	10. 48 Hours 14.0/24		
10:30				
THURSDAY	9.2/16	10.2/18	9.5/17	9.3/16
8:00	65. The Young Riders 7.1/13	57. Top Cops 7.9/15	43. Cosby 9.3/17	40. Simpsons 9.6/18
8:30			31. A Diffrnt World 10.6/19	67. Drexell's Class 6.9/12
9:00	54. MacGyver 8.1/14	16. Street Stories 12.5/21	40. NBA Playoff—Portland at Utah 9.6/18	33. Beverly Hills 90210 10.4/18
9:30				
10:00	19. ABC News—Nightline Special 12.3/22	34. Human Factor 10.3/18		
10:30				
FRIDAY	12.7/25	6.0/12	9.2/18	6.0/12
8:00	27. Family Matters 11.1/24	82. Secret World of Bats 5.2/11	68. Super Bloopers & Practical Jokes 6.5/13	68. America's Most Wanted 6.5/13
8:30	29. Step By Step 10.8/22			
9:00	36. Dinosaurs 9.9/19	71. Essence Awards 6.4/12	26. NBA Playoff—Chicago at Cleveland 11.4/22	68. Sightings 6.5/13
9:30	38. Baby Talk 9.7/18			86. Hidden Video 2 4.5/9
10:00	4. 20/20 17.4/32			
10:30				
SATURDAY	6.9/14	4.2/9	7.4/15	7.4/15
8:00	78. Who's the Boss? 5.7/12	91. LaRouche in '92 2.1/5	49. Golden Girls 8.9/19	63. Cops 7.6/17
8:30	76. Julie* 5.9/12	88. CBS Saturday Movie—Run Till You Fall 4.1/8	63. The Torkelsons 7.6/16	45. Cops 2 9.1/19
9:00	77. Billy 5.8/12		51. Empty Nest 8.5/17	60. Code 3 7.7/16
9:30	73. Perfect Strang. 6.0/12		57. Nurses 7.9/16	83. Vinnie & Bobby* 5.0/10
10:00	47. The Commish 9.0/19	81. Trials of Rosie O'Neill 5.5/11	78. Sisters 5.5/11	
10:30				
SUNDAY	11.0/20	12.6/23	6.3/11	7.1/13
7:00	80. Life Goes On 5.6/11	3. 60 Minutes 17.5/35	90. Adv Mark & Brian 2.9/6	85. True Colors 4.8/10
7:30			89. Adv Mark & Brian 3.3/6	84. Parker Lewis 4.9/10
8:00	25. Am Fun Hme Vid 11.6/21	8. Murder, She Wrote 14.8/26	73. Super Bloopers & Practical Jokes 6.0/11	44. In Living Color 9.2/17
8:30	30. Am Fun People 10.7/19			60. Roc 7.7/13
9:00	12. ABC Sunday Night Movie—City Heat 13.6/24	49. 46th Annual Tony Awards 8.9/16	54. Seinfeld 8.1/14	28. Married w/Childn 11.0/18
9:30			60. Night Court 7.7/13	47. Herman's Head 9.0/15
10:00			54. Quantum Leap 8.1/15	73. Std by Your Man 6.0/11
10:30				87. Get a Life 4.2/8
WEEK'S AVGS	10.6/19	9.8/18	8.9/16	7.4/14
SSN. TO DATE	11.9/20	13.3/22	12.1/20	7.9/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting

Radio

COEN FORECASTS 4-5% GROWTH FOR RADIO

Pace is slightly behind television, but share of advertising dollar holds steady at 6.7%

By Peter Viles

An influential mid-year forecast of advertising spending contains both good news and bad for radio, predicting a modest rebound in revenue growth for 1992, but one that will lag slightly behind television (see page 34).

The forecast, issued last week by Robert Coen, senior vice president of McCann-Erickson USA, predicts that local radio revenues will grow by 5.0% and national and network radio revenues by 4.0% in 1992.

Those are encouraging totals for an industry still emerging from recession, but they lag slightly behind the growth projected for television: 7.0% locally and between 4.5% and 9.0% nationally. Still, the differences in projected growth rates do not appear to be significant and Coen's predictions would have radio's share of all advertising dollars holding steady at about 6.7% in 1992 (see box).

Coen said he expects national spot and network radio will rebound after a dismal first quarter, but he said he is somewhat at a loss to explain their poor performance thus far: national spot radio is down 10.7%, and network 6.9%.

Coen said one explanation of the weakness of national spot radio is that soft television prices have lured some bargain-hunting advertisers back to TV at the expense of radio. "We think there are some indications that marketers went from lower-budget spot TV into spot radio in 1991 and are now going back to TV," he said.

Jean Pool, senior vice president, director of local broadcast at J. Walter Thompson, said another factor hurting national spot radio is the continued weakness of packaged goods manufacturers. "Retail's doing fine," she said. "But packaged goods just hasn't moved out of the recession yet."

As for the performance of network radio, Coen pointed out that, because it is dwarfed by other national media, network radio tends to be somewhat volatile, and thus could rebound quickly and dramatically.

"It doesn't take much to move this thing—a couple of big auto manufacturers," he said.

Bud Heck, president of the Radio Network Association, said the auto industry's reduced spending has been a particular cause of concern for the networks in the first quarter. ■

HOW RADIO COMPARES

	1991 % change	*1991 Amount ($ billion)*	*Proj. 1992 % change*	*Proj. 1992 Amt. ($ billion)*
Local radio	- 3.0	$6.375	+ 5.0	$6.73
All local	- 3.8	53.990	+ 4.6	56.30
Radio's share		11.8%		12.0%
National radio (network and spot)	- 2.0	$2.075	+ 4.0	$2.15
All national	- 0.2	72.690	+ 5.2	$76.40
Radio's share		2.85%		2.81%
Total radio		$8.450		$8.88
All advertising		126.680		$132.70
Radio's share		6.67%		6.69%

Percents are change from previous year. Source: Robert Coen, McCann-Erickson Worldwide.

'American Radio Company' host Garrison Keillor (left), joined by Ivy Austin and Richard Muenz (as well as other members of the cast), performed in 'A Sunday Afternoon with Garrison Keillor,' a special show at the Museum of Television & Radio in New York on May 31.

Business

REVENUE PROJECTIONS REVISED DOWNWARD

McCann-Erickson's Coen sees television ad growth of 6.1%; network estimate cut by 40%

By Sharon D. Moshavi

A softer-than-expected first quarter and a belief that economic recovery has stalled—but not stopped—have prompted forecaster Robert Coen of McCann-Erickson to downgrade his predictions for advertising growth in 1992.

Coen, in his semiannual presentation, said he now expects total television revenue to grow 6.1% instead of the 7% he had predicted six months ago. He has lowered his expections for total advertising growth in 1992 to 5%, down from his December 1991 projection of 6.2% and his June 1991 estimate of 8%. He now sees a one-quarter delay in full recovery for advertising, pushing it into 1993.

"I thought by spring that things would start to boil," says Coen, adding that the upfront will be affected by the still conservative budgets of advertisers. As political advertising kicks into high gear and as the upfront selling season drags out, most of the activity will come in the fourth quarter, a combination that means that upfront and fourth-quarter scatter may look remarkably alike, says Coen.

Network television seems to be one of the more disappointing categories for Coen, who cut his predictions for 1992 growth 40%, to 4.5%. The year's growth should get network television revenues to just under 1990 levels. First-quarter 1992 saw revenue increases of 3.3%, about one-third as much as Coen had predicted last December. A primary problem, he says, was that money spent on the Olympics was not incremental revenue but came from existing advertising budgets. Coen sees this "robbing" of other budgets to buy Olympics inventory not as a temporary recession-inspired trend but as the beginning of a more permanent and disturbing pattern.

Spot television, Coen says, still will not be able to undo the 1991 slide, when revenues dropped 8.7%. He predicts revenue gains this year at about 7.5% and local television gains at 7%, a brighter picture than the 3.7% decline in revenue for 1991. Product categories showing the most gains for local TV so far this year are automobile dealers, department and discount stores and health clubs.

Cable and syndication, which weathered the recession comparatively well this year, appear to be experiencing problems similar to those of other television media. First-quarter 1992 cable was down 1.3%, compared with being up 11.2% the same period in 1991. Syndication (which includes Fox) saw a similar pattern, increasing 3.1% in the first quarter of 1992 versus 26.8% in 1991. Coen now sees 6% growth for cable and 9% for syndication, both down from December predictions.

As both of those categories grow, Coen believes their ability to grow at a rate significantly above the rest of the television universe will moderate. That ability has been marked mostly by programing expansion and ever-increasing inventory. Although Fox's move to seven nights of programing will continue to increase syndication's commercial inventory, its expansion is not likely to be matched by syndication as a whole, Coen says. Additionally, Fox's expansion is likely to come at the expense of other television media. Coen says he believes most of the ad dollars on Fox's new nights will primarily come out of network budgets.

Last week, Myers Marketing & Research publicly reaffirmed its advertising predictions, which were first released in December 1991, of 4%-6% revenue growth for 1992. ■

TOP SEVEN AD PRODUCT CATEGORY CHANGES
(First-quarter 1992 vs. First-quarter 1991)

	NETWORK	SPOT	CABLE	SYNDICATION*
Food	-9%	-18%	-6%	-6%
Passenger Cars	2%	11%	-17%	-22%
Soft Drinks	25%	-17%	-6%	-18%
Fast Food	-18%	12%	-16%	-12%
Toiletries	4%	12%	23%	-5%
Drugs/Remedies	7%	31%	11%	10%
Cleaners/Waxes	-6%	-32%	24%	-19%

*Includes Fox. Source: Robert Coen, McCann-Erickson.

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KEZW(AM)-KOSI(FM) Denver □ Sold by D&D Broadcasting Inc. to Tribune Broadcasting Co. Inc. for $19.9 million. **Seller** is headed by Steven Dinetz and Joseph Davidman and has no other broadcast interests. **Buyer** is headed by James Dowdle and is licensee of 1 AM, 2 FM's and 6 TV's. KEZW is fulltimer with nostalgia, big band format on 1430 khz with 5 kw. KOSI has light adult contemporary format on 101.1 mhz with 100 kw and antenna 1,624 feet above average terrain. *Broker: H.B. La Rue Media Brokers.*

WDUZ(AM)-WQLH(FM) Green Bay, Wis. □ Transfer of control of licensee Green Bay Broadcasting Co. for $523,050 cash. Transfer includes KSDN-AM-FM Aberdeen, S.D. President William C. Laird, who currently holds 100 shares of non-cumulative voting preferred stock of licensee, will become controlling stockholder of company. Laird also has interests in licensee of WDUX-AM-FM Waupaca, Wis. WDUZ is fulltimer with AC format on 1400 khz with 1 kw. WQLH(FM) has easy listening format on 98.5 mhz with 100 kw and antenna 1,254 feet above average terrain.

WDFX(FM) Detroit □ Sold by Bruce Wilson, receiver, to Alliance Broadcasting for $4.55 million. **Seller** has no other broadcast interests. **Buyer**, headed by John Hayes, is limited partnership between Hayes, Odyssey Partners Ltd. and Goldman Sachs & Co. Alliance also owns KYNG(FM) Dallas-Fort Worth. WDFX has CHR format on 99.5 mhz with 21 kw and antenna 755 feet above average terrain. *Broker: Star Media Group Inc.*

WDJR(FM) Enterprise, Ala. □ Sold by Northcom Ltd. to Gulf South Communications Inc. for $700,000 cash. **Seller** is headed by Jerry W. Oakley, and is licensee of WLHQ(AM) Enterprise, Ala. Oakley also has interests in WIRC(AM)-WXRC(FM) Hickory, N.C. **Buyer** is headed by Clay E. Holladay, and has no other broadcast interests. WDJR has classic rock format on 96.9 mhz with 100 kw and antenna 1,515 feet above average terrain.

KCML(FM) Hanford (Fresno), Calif. □ Sold by Liggett Broadcast Inc. to Harry J. Pappas for $550,000. **Seller** is headed by James A. Jensen, and is licensee of WBCK(AM)-WBXX(FM) Battle Creek, WFMK(FM) East Lansing, WHNN(FM) Bay City and WLHT(FM) Grand Rapids, all Michigan. **Buyer** is 99% owner of licensee of KMPH(TV) Visalia, Calif. KCML has Z-Rock format on 107.5 mhz with 20.3 kw and antenna 784 feet.

KVUQ(FM) Olathe, Kan. (Kansas City) □ CP for 93.3 mhz sold by Marian S. Harbart to Bott Broadcasting Co. for $537,500. **Seller** has no other broadcast interests. **Buyer** is headed by Richard P. Bott and owns KCCV(AM) Overland Park, Kan., KQCV(AM) Oklahoma City and WFCV(AM) Fort Wayne, Ind. Bott also has interests in KSIV(AM) Clayton, Mo.

KWZD(FM) Hamlin (Abilene), Tex. □ Sold by B & D Communications Inc. to Taylor County Broadcasting for $320,000. Station was purchased in January for $265,000 ("For the Record," Jan. 27). **Seller** is headed by Robert H. Holladay, and is licensee of KICR-AM-FM Oakdale, La. **Buyer** is headed by George L. Chambers, and has no other broadcast interests. KWZD has C&W format on 103.7 mhz with 100 kw and antenna 985 feet.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$154,000** □ **3**

FM's □ **$6,157,000** □ **6**

AM-FM's □ **$19,935,000** □ **2**

TV's □ **$19,200,000** □ **1**

Total □ **$45,446,000** □ **12**

1992 to Date:

AM's □ **$35,039,198** □ **82**

FM's □ **$62,911,138** □ **102**

AM-FM's □ **$117,324,205** □ **62**

TV's □ **$1,114,316,620** □ **33**

Total □ **$1,329,591,161** □ **279**

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLOSED!

KWIZ(FM), Orange County, California from Jose and Lenard Liberman to John Douglas for $8,250,000 cash.

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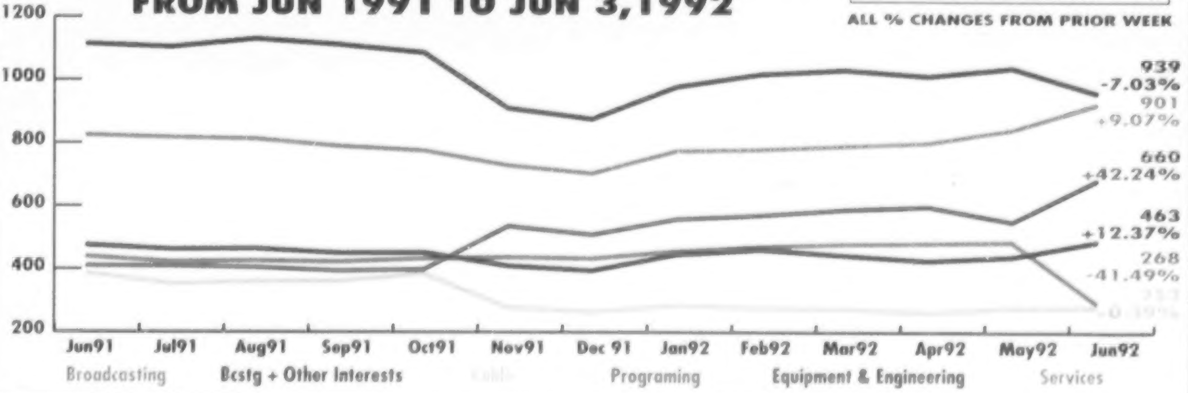
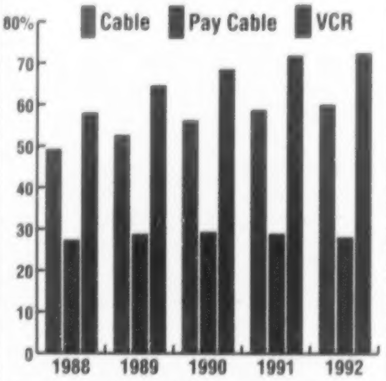
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1991 TO JUN 3,1992



CABLE, PAY CABLE & VCR HOUSEHOLDS

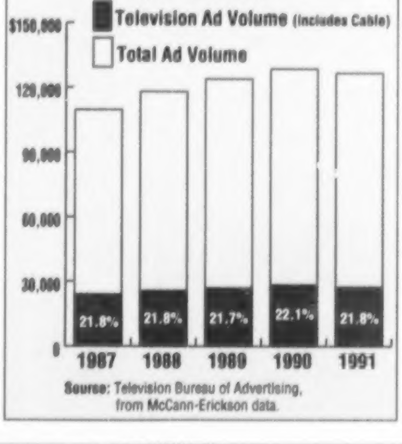
As % of TV Households



Source: Television Bureau of Advertising, from A.C. Nielsen data

ADVERTISING VOLUME IN THE UNITED STATES

(In Millions)



Source: Television Bureau of Advertising, from McCann-Erickson data.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,652	1,001	5,653
Educational FM	1,530	314	1,844
Total Radio	**11,164**	**1,548**	**12,712**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	169	749
Educational VHF TV	123	5	128
Educational UHF TV	236	9	245
Total TV	**1,497**	**196**	**1,693**
VHF LPTV	452	148	600
UHF LPTV	785	849	1,634
Total LPTV	**1,237**	**997**	**2,234**
FM translators	1,894	362	2,256
VHF translators	2,503	76	2,579
UHF translators	2,350	400	2,750

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

NBC and parent General Electric are joining forces on a fall promotional campaign designed to highlight the network's new fall schedule and generate sales for GE Lighting products. The campaign will incorporate network television spots, newspaper and trade publication advertisements and displays in more than 150,000 retail outlets as well as an instant-win sweepstakes with 25,000 prizes. The campaign's combined elements are expected to generate more than a billion impressions in a one-month period. The program was developed to coincide with a GE media buy on NBC. NBC's entire fall schedule will be the focus of the campaign, with particular emphasis placed on new series.

TV ad revenues reached $5.23 billion for first-quarter 1992, up 3.7% over the same period in 1991, according to the Television Bureau of Advertising. TVB cites a rise in automotive advertising as one of the major reasons for the increase. Network TV revenues rose 2.9% over the same period last year, syndication rose 3.1%, spot was up 4.1% and local was up 5.3%, according to TVB data from Arbitron's MediaWatch.

WCBS-TV New York made it official: it **will schedule *Cristina Saralegui,*** a joint syndicated talk show venture between the CBS Station Group and Columbia Pictures Television Distribution, **at 9-10 a.m.** starting June 22. The ejection of Viacom Enterprises' *The Montel Williams Show* from the morning slot is a serious blow, particularly while the show is undergoing a slow market rollout and is moving production from Los Angeles to New York later this summer. A spokesman for WCBS-TV said it was unlikely *Montel* would find another slot on the CBS O&O. The station is rumored to have committed 4-5 p.m. to King World Productions' hour blocking of *Inside Edition* and *Inside Edition Extra* for this fall. A Viacom spokeswoman said the syndicator is "confident" of finding another clearance in New York.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 24. Numbers represent aggregate rating average/stations/% coverage)

1. Star Trek	12.8/244/98
2. Wheel Of Fortune	11.8/224/99
3. MGM Premiere Network IV	10.9/165/94
4. Jeopardy!	10.7/218/99
5. Oprah Winfrey Show	10.5/231/99
6. Entertainment Tonight	7.3/190/98
7. Donahue	7.0/231/99
8. Married... With Children	6.9/176/95
9. A Current Affair	6.8/178/96
10. Wheel Of Fortune-wknd	6.6/168/91
11. Inside Edition	6.1/137/90
12. Cosby Show	6.0/202/97
13. WKRP in Cincinnati	5.6/230/98
14. Sally Jessy Raphael	5.4/211/98
15. Hard Copy	5.2/178/92

Producer Neal Marlens filed suit in Los Angeles Superior Court against Warner Bros. Inc. and Warner Bros. Domestic Television, seeking $50 million in compensatory damages by claiming that the studio defrauded him of earnings due to him as creator of the former ABC sitcom *Growing Pains*. In the court filing, Marlens's attorneys also said the producer, who is best known for creating *The Wonder Years*, was supposed to receive 25% of *Growing Pains'* net profits. Although the suit claims that the series earned $204 million in gross revenues (from network and syndication license fees), Marlens has not received a "penny" in net profits. A Warner Bros. spokesperson said it was studio policy to decline comment regarding "ongoing litigation."

The word in New York production circles last Friday was that ***The Maury Povich Show*** fired **Kari Sagin** as executive producer of the Paramount Domestic Television-distributed rookie talk show strip. A *Povich* spokeswoman termed Sagin's departure as a resignation, adding that "we're sorry to see her go and support her in her future endeavors."

ESPN has become the first cable network to surpass the 60 million households mark, now reaching 60,536,000 households (65.7% of U.S. TV households), according to A.C. Nielsen Co. data supplied by the all-sports network.

Turner Program Services has named **Steven Leblang** to the newly created position of VP, marketing and sales strategy for the Turner Broadcasting System syndication division. Previously, Leblang, who served as part-time consultant to TPS on the off-network sales launch of *The Wonder Years*, was executive VP of programing at LBS Communications and VP of programing at Fox Television Stations Inc.

Entering its second week, ***The Tonight Show with Jay Leno* continued to level off in the overnight metered markets,** turning in a 6.3 rating/19 average (NSI) for the first three days of this week (June 1-3), down 28% in rating and 32% in share from its 8.8/28 debut week overnight average (May 25-29). The Monday-Wednesday telecasts posted ratings of 7.3/20, 5.9/19 and 5.7/19, but it should be noted that the June 4 telecast was delayed by more than an hour due to an NBA championship game.

The Monitor Channel will cease operations on June 28, following several failed attempts to sell the basic cable network. The First Church of Christ, Scientist, which spent an estimated $250 million to launch the channel, said it declined four sepa-

C1850-14

Broadcasting®

JUN 15

FIRST IN TELEVISION CABLE RADIO SATELLITE

- ❑ **CANDIDATES REMAP ELECTRONIC CAMPAIGN TRAIL / 4**
- ❑ **SURPRISE! FCC CHECKS UP ON LOWEST UNIT CHARGES / 8**
- ❑ **COURT TV: A CASE STUDY OF CABLE COVERAGE / 28**

A FIRM GO! NOW IN PRODUCTION!

America Continues Its Love Affair With Bob Eubanks!

8.8
NEWLYWED GAME
N'85-N'87
3.5
LOVE CONNECTION
N'91
3.6
STUDS
N'91

Bob Eubanks' Newlywed Game ratings are double the ratings of today's hottest relationship shows.

Source: Nielsen Nov. HH-ROSP as dated

8.9
N'85
8.9
N'86
8.5
N'87
1.8
N'88
BOB EUBANKS
PAUL RODRIGUEZ

In Newlyweds' 1st season without Bob, ratings dropped dramatically. This fall, Bob will be matchmaking, America will be watching, and stations will be cashing in!

infatuation

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BPME/BDA PROMOTES CABLE-FRIENDLY CONVENTION

DEMOCRATS PLAN ONE FROM THE 'HEART'

Producer Gary Smith eschews a king-maker convention for a show with appeal for both networks and viewers

By Sharon D. Moshavi

With likely presidential candidate Ross Perot absorbing most of the media attention these days, conventional wisdom is that Bill Clinton needs to shine at the Democratic National Convention in July to recapture his share of the limelight.

To help do just that, the Democrats have brought back Gary Smith, the Hollywood variety show and event producer responsible for the generally well-received and well-reviewed 1988 convention. Smith is in charge of everything from designing the arena to orchestrating the music to deciding the program.

Gary Smith, producer of the Democratic Convention in New York, July 13-16

Smith wants to repeat the success of the 1988 convention, but changes in the political landscape also demand he produce a much different event. The 1988 convention was flashy and theatrical, he says, with Dukakis holding off an appearance until near the end of the convention. Smith says his instinct this year is "to play down the convention as coronation," a move that should please the networks,

This Week

THE NEW CAMPAIGN TRAIL / 4

The 1992 presidential race finds the candidates exchanging brief moments on network evening news for fuller exposure in other outlets and dayparts.

SEE *JANE* RUN OUT / 18

After 11 weeks of production and a $3 million investment, Twentieth Television has pulled the plug on *Jane,* a talk show targeted to teens and young women and slated for a rollout on Fox stations. Its co-developers hope to take the show to syndication or cable.

AMPEX LOOKS ABROAD / 22

Calling the U.S. professional TV market "mature," equipment manufacturer Ampex is looking to overseas markets and to the digital equipment storage business for its future growth.

TOWN OF THE TALK / 24

As talk radio hosts converge on Washington for their annual convention, the format is enjoying rising ratings and influence, and even inspiring TV imitators.

GAVELED IN WITH A BANG / 28

A number of high-interest court cases have boosted the profile of Court TV in its first year, and some TV news executives say the network has shown, through its sheer volume of cases covered, that cameras and courtrooms can work together.

Seattle BPME conference will acknowledge cable's growing participation in association (p. 38)

RBOC'S PITCH JOB BOOST / 31

As Congress moves closer to banning telco entry into information services, the regional Bell companies released a study showing that 1.46 million jobs could be generated by letting RBOC's into the business.

FRACTURED IMPERATIVE / 37

Despite a fractured frequency picture worldwide, the First International Symposium on Digital Audio Broadcasting finds Eureka, Canada and Mexico DAB bullish. FCC Commissioner Ervin Duggan calls it "imperative." Delco readies receivers.

CABLE MAKES NAME FOR ITSELF / 38

Gathering in Seattle for its annual conference, the Broadcast Promotion and Marketing Executives-Broadcast Designers Association weighs the growing role of cable, and considers a name change to reflect the diversification of the media.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week Jun 1-7

	ABC	CBS	NBC	FOX
MONDAY	9.4/16	11.8/21	10.7/19	NO PROGRAMING
8:00	46. FBI: Untold Str 9.2/17	23. Evening Shade 10.7/20	21. Fresh Prince 10.9/20	
8:30	38. Amer Detective 9.7/17	21. Major Dad 10.9/19	24. Blossom 10.6/19	
9:00	43. ABC Monday Night Movie—Critical Condition 9.4/16	10. Murphy Brown 12.9/22	24. NBC Monday Night Movie—Roxanne: The Prize Pulitzer 10.6/18	
9:30				
10:00		18. Northern Exposure 11.7/20		
10:30				
TUESDAY	11.7/21	9.4/17	9.5/17	NO PROGRAMING
8:00	13. Full House 12.5/25	38. Rescue: 911 9.7/18	61. In the Heat of the Night 7.8/15	
8:30	3. Home Improvmt 15.1/28			
9:00	1. Roseanne 16.5/28	45. CBS Tuesday Movie—Victim of Love 9.3/16	52. Law and Order 8.6/15	
9:30	4. Coach 14.3/24			
10:00	76. U.S.A. Music Challenge 5.8/10		16. Dateline NBC 12.2/21	
10:30				
WEDNESDAY	8.5/16	10.9/20	13.5/25	NO PROGRAMING
8:00	43. Wonder Years 9.4/19	68. Davis Rules 6.8/14	13. Unsolved Mysteries 12.5/24	
8:30	24. Growing Pains 10.6/20	73. Brooklyn Bridge 6.1/11		
9:00	36. Doogie Howser 9.8/17	27. Jake and the Fatman 10.5/18	9. NBA Finals Game 1—Portland at Chicago 13.5/25	
9:30	57. Anything B/Love 8.0/14			
10:00	70. Civil Wars 6.6/12	2. 48 Hours 15.6/28		
10:30				
THURSDAY	9.0/16	9.4/17	11.1/20	8.3/15
8:00	62. The Young Riders 7.5/14	32. Top Cops 10.1/19	46. Cosby 9.2/17	28. Simpsons 10.4/20
8:30			30. A Diffrnt World 10.2/19	67. Drexell's Class 6.9/13
9:00	63. MacGyver 7.2/12	48. Year of the Generals 9.1/16	4. Cheers 14.3/24	57. Beverly Hills 90210 8.0/14
9:30			11. Wings 12.6/21	
10:00	15. Primetime Live 12.4/22		34. L.A. Law 10.0/18	
10:30				
FRIDAY	10.2/20	10.3/19	10.5/20	4.9/10
8:00	35. Family Matters 9.9/21	50. Miracles and Other Wonders 8.9/18	71. Tom Brokaw Reports 6.4/13	77. America's Most Wanted 5.4/11
8:30	38. Step By Step 9.7/19			
9:00	50. Dinosaurs 8.9/17	20. CBS Friday Movie—Jailbirds 11.0/20	7. NBA Finals Game 2—Portland at Chicago 13.7/27	78. Sightings 5.3/10
9:30	53. Baby Talk 8.5/16			87. Hidden Video 2 3.6/7
10:00	17. 20/20 12.0/22			
10:30				
SATURDAY	5.0/10	8.4/17	8.3/17	5.8/12
8:00	82. Who's the Boss? 4.2/9	54. CBS Saturday Movie—Midway 8.4/17	55. Golden Girls 8.1/18	73. Cops 6.1/14
8:30				64. Cops 2 7.1/15
9:00	83. Billy 4.1/8		38. Empty Nest 9.7/19	75. Code 3 6.0/12
9:30	81. Perfect Strang. 4.3/8		36. Nurses 9.8/19	84. Vinnie & Bobby 3.9/8
10:00	64. The Commish 7.1/14		64. Sisters 7.1/14	
10:30				
SUNDAY	9.6/17	11.8/22	12.1/23	6.1/11
7:00	79. Life Goes On 5.1/10	6. 60 Minutes 14.2/29	8. NBA Finals Game 2—Chicago at Portland 13.6/26	86. True Colors 3.7/8
7:30				85. Parker Lewis 3.8/7
8:00	29. Am Fun Hme Vid 10.3/18	11. Murder, She Wrote 12.6/22		59. In Living Color 7.9/14
8:30	32. Am Fun People 10.1/17			71. Roc 6.4/11
9:00	19. ABC Sunday Night Movie—Memories of Me 11.5/20	30. CBS Sunday Movie—Lonesome Dove, Pt. 1 10.2/18		49. Married w/Childn 9.0/15
9:30			42. Seinfeld 9.5/16	55. Herman's Head 8.1/13
10:00			59. Night Court 7.9/14	80. Fox/MTV Guide to Summer 5.0/9
10:30			69. Dear John 6.7/14	
WEEK'S AVGS	9.1/17	10.4/19	10.9/20	6.3/12
SSN. TO DATE	11.9/20	13.2/22	12.0/20	7.8/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

also carries $150 million in long-term debt bearing average interest of roughly 13%. NHI itself has debt incurred from the purchase of Ampex five years ago for $485 million. The bonds issued for the acquisition are trading at substantial discounts, said a recent article in *Barron's*.

The Ampex offering, through Lehman Brothers and PaineWebber, hopes to raise about $55 million, primarily for working capital and to repay previous working-capital borrowings. ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KFXX(AM)-KGON(FM) **Portland, Ore.** □ Sold by Ackerley Communications Inc. to Apogee Communications Inc. for estimated $5.5 million. **Seller** is headed by Barry Ackerley, and owns KGET(TV) Bakersfield and KCBA(TV) Salinas, both California; KKTV-TV Colorado Springs; WAXY(FM) Fort Lauderdale, Fla; WIXT(TV) Syracuse, N.Y.; KVOS-TV Bellingham and KJR (AM)-KLTX(FM) Seattle. **Buyer** is principally owned by Roy P. Disney, great nephew of Walt Disney (see "Riding Gain," page 27). Disney is shareholder in Shamrock Broadcasting Inc., headed by his father Roy E. Disney, which owns five AM's, nine FM's and 2 TV's. KFXX has all-sports format on 1520 khz with 50 kw day and 10 w night. KGON has AOR format on 92.3 mhz with 100 kw and antenna 920 feet. *Broker: Kalil & Co. Inc.*

WDOT-AM-FM **Burlington-Warren, Vt.** □ Sold by Nichols Radio Broadcasting Corp. and Nichols FM Radio Broadcasting Corp. to Kenley D. Squier for $643,000. **Seller** is owned principally by John C. Nichols (57.24%), and has no other broadcast interests. **Buyer** has been sports commentator for CBS Television for 18 years and is CEO of World Sports Television Production Co., television microwave and camera rental company based in Atlanta. He also owns WDEV(AM) Waterbury, Vt. Stations simulcast oldies format. WDOT(AM) is on 1390 khz with 5 kw day and 2.5 kw night. WDOT-FM is on 96.1 mhz with 3 kw and antenna 4,000 feet above average terrain. *Broker: New England Media Inc.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's □ $1,684,337 □ 8
FM's □ $359,000 □ 5
AM-FM's □ $7,165,600 □ 5
TV's □ $0 □ 0
Total □ $9,208,937 □ 18

1992 to Date:
AM's □ $36,723,535 □ 90
FM's □ $63,270,138 □ 107
AM-FM's □ $124,489,805 □ 67
TV's □ $1,114,316,620 □ 33
Total □ $1,338,800,098 □ 297

For 1991 total see Jan. 27, 1992 BROADCASTING.

WBZA(AM)-WAYI-FM **Glens Falls, N.Y.** □ Sold by Northway Broadcasting Inc. to Hometown Broadcasting of Glens Falls Inc. for $500,000. **Seller** is headed by David G. Mitchell, who also has interests in licensees of WMXW(FM) Vestal, N.Y., and WKMC (AM) Roaring Spring, Pa. Vice president Joseph A. Reilly also has interests in assignee. **Buyer** is headed by Matthew H. Mataraso, and is 25% shareholder of licensee of WIZR(AM)-WSRD(FM) Johnstown, N.Y. WBZA is fulltimer with Music of Your Life format on 1230 khz with 1 kw. WAYI-FM has AC format on 107.1 mhz with 280 w and antenna 844 feet above average terrain.

WCMT-AM-FM **Martin, Tenn.** □ Transfer of control of Thunderbolt Broadcasting Co. for $475,000. **Seller** is Harold T. Brundige, selling his 54.9% to **buyer** Paul Tinkle, et al. Principals have no other broadcast interests. WCMT(AM) has adult country format on 1410 khz with 1 kw day and 58 w night. WCMT-FM has oldies format on 101.7 mhz with 6 kw and antenna 328 feet.

CLOSED!

KZRC-AM/KXYQ-FM, Portland, Oregon from **Daytona Group of Oregon, Inc.,** Norman S. Drubner, Principal to **KXYQ Broadcasting Company, Inc.,** Edward S. Leffler and the members of the Van Halen band, Principals for **$1,300,000.**

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and
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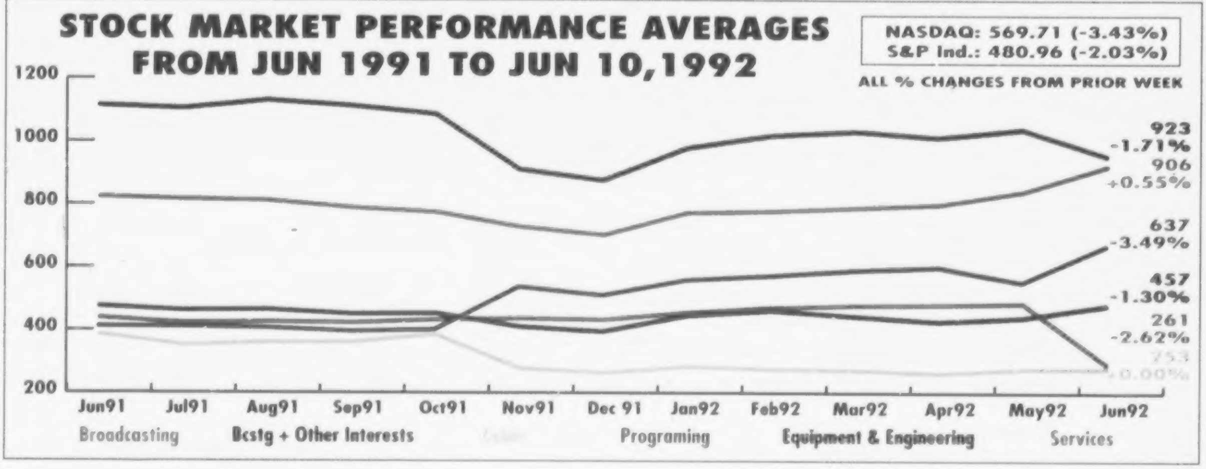
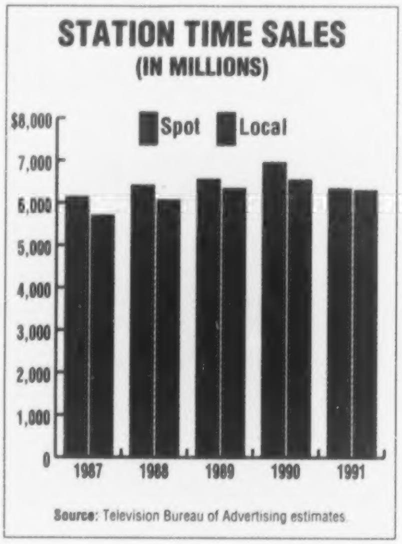
Broadcasting's By The Numbers



STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1991 TO JUN 10,1992

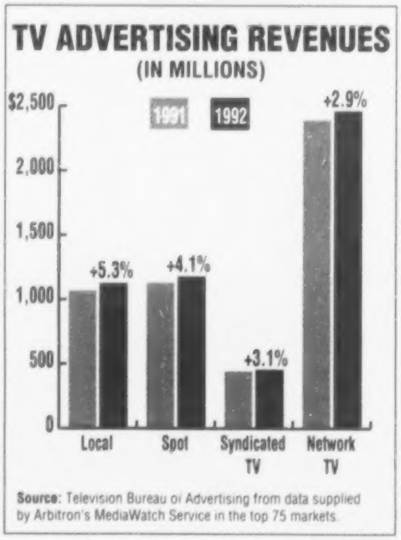
NASDAQ: 569.71 (-3.43%)
S&P Ind.: 480.96 (-2.03%)

ALL % CHANGES FROM PRIOR WEEK



STATION TIME SALES
(IN MILLIONS)

Source: Television Bureau of Advertising estimates.



TV ADVERTISING REVENUES
(IN MILLIONS)

Source: Television Bureau of Advertising from data supplied by Arbitron's MediaWatch Service in the top 75 markets.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,978	231	5,209
Commercial FM	4,662	989	5,651
Educational FM	1,537	310	1,847
Total Radio	**11,177**	**1,530**	**12,707**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	167	747
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**195**	**1,692**
VHF LPTV	457	146	603
UHF LPTV	786	831	1,617
Total LPTV	**1,243**	**977**	**2,220**
FM translators	1,897	367	2,264
VHF translators	2,505	74	2,579
UHF translators	2,360	392	2,752

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

Paramount Domestic Television sent a "letter of apology" to Twentieth Television for the "interception" by Paramount's *Hard Copy* of Twentieth's *A Current Affair*'s satellite feed on June 1 (BROADCASTING, June 8). In the letter from Paramount Executive VP Richard Zimbert to Fox Executive VP George Vradenburg III, Zimbert is quoted as writing: "Paramount acknowledges that *Hard Copy* violated the rights of *A Current Affair* in several respects: (1) intercepting your satellite feed; (2) obliterating your logo from *A Current Affair* material used in *Hard Copy*, and (3) using *A Current Affair* without your permission. Paramount apologizes for the actions of *Hard Copy* in each of the respects described above and commits that such actions shall not re-occur." Paramount officials were unavailable for comment. Twentieth officials had threatened a lawsuit over what it called *Hard Copy*'s "flagrant theft" of *ACA*'s "exclusive" home video of Amy Fisher, who is on trial for the attempted murder of her estranged lover's wife.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 31. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	12.1/222/98
2.	Star Trek	11.7/246/99
3.	Jeopardy!	10.5/208/98
4.	Oprah Winfrey Show	9.7/216/97
5.	Entertainment Tonight	7.9/188/95
6.	Worldvision I	7.8/130/92
7.	Married...With Children	7.3/175/94
8.	A Current Affair	6.7/172/92
9.	Wheel Of Fortune-wknd	6.5/190/92
10.	Donahue	6.2/224/98
11.	Inside Edition	6.1/131/95
12.	Tri Star Showcase II	6.0/172/97
13.	Cosby Show	5.9/193/98
14.	Sally Jessy Raphael	5.8/208/98
15.	Hard Copy	5.8/170/91

Senate Commerce Committee Chairman **Ernest Hollings,** in a June 11 letter to FCC Chairman Alfred Sikes, **added his voice to those in the House and broadcasting industry calling for reconsideration of new radio ownership rules.** Hollings said he was not convinced that any changes were necessary, but that if changes were found to be in the radio industry's interest, more moderate rules are appropriate. "These proposed rules, if they are allowed to take effect, seem certain to create unwanted levels of concentration of ownership and a corresponding loss of diversity in the viewpoints available to the public," Hollings said.

The Florida Marlins signed four-year deals with WBFS-TV Miami and Sunshine Network, for 52 broadcast and 63 cable games, beginning with the 1993 MLB season. Terms were not disclosed, but the deals are believed to each be worth upwards of $4 million per year.

Merger between Time Warner and 82%-owned subsidiary American Television & Communications was approved by MSO's shareholders Friday. Each share of ATC will be exchanged for the right to receive $82.50 principal amount of Time Warner redeemable reset notes due Aug. 15, 2002.

Comments on the FCC's proposals to relax the national and local **TV ownership rules** are due Aug. 24; replies are due Sept. 23.

General Dynamics delivered the mid-power, Ku-band Intelsat K into orbit June 9 without mishap. By week's end, the bird had reached geosynchronous orbit and was on schedule to begin TV services among Europe and North and South America from 338.5 degrees east longitude by mid-July. RAI and Visnews subsidiary BrightStar Communications had prepurchased half the 16 transponders.

Ross Perot proved to be a bigger ratings winner for *Today* than Bill Clinton last week. Tuesday's 7-8

ANOTHER CHANCE FOR UPI

UPI's ongoing search for a buyer last week led to another self-described "white knight" who made a last-minute offer to save the beleaguered news service.

New York lawyer Leon Charney signed an agreement on Friday to provide UPI with $180,000 while he spends the next week considering a bid for its assets. The agreement was made just hours before the 85-year-old bankrupt news service was prepared to close shop.

Charney's offer came one day after religious broadcaster Pat Robertson, who had also described himself as a "white knight," withdrew a $6 million offer to buy the news service (BROADCASTING, May 18). Robertson, who had spent $300,000 to keep UPI in business for the past month while he reviewed the company's books, said it would cost $31 million over 18 months to attempt to make UPI viable. UPI rejected a modified bid from Robertson last week of $500,000 for the UPI name and certain assets.

Charney, in addition to his work as a lawyer, produces and moderates a weekly public TV show in New York, *The Leon Charney Report*. He also served as an unofficial White House special adviser during the Carter administration and has written a book, *Special Counsel*, based on his experience in the Camp David peace accords. ■

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JUN 22

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- ☐ **HOUSE CABLE BILL: RETRANS GONE BUT NOT FORGOTTEN / 10**
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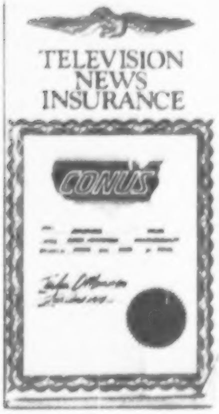

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THE TOP 100 COMPANIES

WALL STREET REACTION MIXED TO NETWORK CABLE RULES

By Geoffrey Foisie

Most financial and cable trading sources seemed unimpressed by the FCC's decision allowing limited network ownership of cable systems. Of the three network parent companies, only Capital Cities/ABC was thought to be a likely buyer by those commenting. MSO stocks gained Friday as did market averages.

Not everyone thought the ruling was unimpressive. John Waller, president, Waller Capital Corp., said owning cable systems would help the networks offset their risks as they expand programing for the cable market. Waller said there are at least five MSO's the networks could buy under current rules.

However, most comments mirrored those of Lazard Freres partner Steven Rattner, who called the FCC decision "half a loaf." He continued: "The restrictions really eliminate the possibility of acquiring or investing in a major MSO." As for an MSO acquiring one of the networks, said Rattner: "I don't think there are any who have both the money and the interest."

With more than $1 billion in liquid assets which could, in turn, be leveraged several times through borrowing, Capcities/ABC is thought to be the most likely to invest in cable systems.

But the revised rules, particularly those limiting networks to no more than 50% of subscribers in a market (except where a competing multichannel operator exists), and the existing rule prohibiting common ownership of systems and TV stations in the same market, would limit the company's opportunities.

Whether NBC makes any purchases is more a mystery to outsiders. Said one major cable investor: "NBC is the wild card. Two years ago, I would have told you definitely they were interested; now I'm not so sure." Also possibly affected would be co-owned GE Capital, which has lent well over $1 billion to cable operators. ■

This Week

TICKET TO CABLE SHOW / 4

The FCC voted unanimously last week to drop the ban on networks buying cable systems. Some restrictions apply.

FOXFEST / 6

Fox 'affiliates' gather to talk about the fall schedule and rise in Fox fortunes.

CABLE BILL MARKUP / 10

House Energy and Commerce Committee passes cable reregulation bill.

PROMOTION DIRECTORS DON PD HATS / 22

Hybrid promotion/program directors could be the wave of the future. Turner's Sassa tells group promotion has momentum in 90's.

MOVER AND SHAKER / 25

Ted Shaker is replaced by Rick Gentile at CBS Sports.

ABC RADIO WIRE SERVICE / 28

Satellite-delivered radio feed will get bulk of news from Reuters America and Gannett New Media.

RAINBOW COALITION / 30

Rainbow Advertising Sales forms national ad sales team to sell package buys on SportsChannel regional services.

Columbia's first-run 'Beakman's Place' stakes dual broadcast/cable claim (p. 23)

TAX BILL / 32

Senate Finance Committee approves legislation less favorable to broadcasters than House version but still providing tax break.

TITAN TACKLES GI / 34

Joint venture will market descrambler in competition to General Instrument's VideoCipher. Company must still gain approval of cable programers.

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Two sides on extending security interest in broadcast licenses to lenders take their cases to FCC.

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Commission makes its case before Chicago court in challenge of rules by networks and other programers.

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In wake of court defeats over copyright infringement, broadcast monitors seek some statutory relief.

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BROADCASTING's exclusive look at the top companies in electronic communications, including breakouts of performance by industry segment.

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Broadcasting's Ratings Week Jun 8-14

	ABC	CBS	NBC	FOX
MONDAY	9.9/18	11.1/20	9.8/18	NO PROGRAMING
8:00	47. FBI: Untold Str 8.6/16	29. Evening Shade 9.9/19	23. Fresh Prince 10.6/20	
8:30	27. ABC Monday Night Movie—The Color of Money 10.1/18	33. Major Dad 9.7/17	29. Blossom 9.9/18	
9:00		15. Murphy Brown 12.1/21	36. NBC Monday Night Movie—In the Line of Duty: Manhunt in the Dakotas 9.6/17	
9:30		20. Designg Wmn 11.4/19		
10:00		17. Northern Exposure 11.8/21		
10:30				
TUESDAY	14.0/26	9.8/18	8.4/15	NO PROGRAMING
8:00	11. Full House 12.5/26	25. Rescue: 911 10.3/20	70. Mann & Machine 5.7/11	
8:30	6. Home Improvmt 15.0/28			
9:00	1. Roseanne 17.2/30	37. CBS Tuesday Movie—Lonesome Dove, Pt. 2 9.5/17	44. Law and Order 8.8/15	
9:30	5. Coach 15.1/26			
10:00	14. Jack's Place 12.2/22		22. Dateline NBC 10.7/19	
10:30				
WEDNESDAY	8.3/15	9.8/18	14.0/26	NO PROGRAMING
8:00	45. Class Clowns 8.7/17	41. CBS Wednesday Movie—Lonesome Dove, Pt. 3 9.1/17	19. Unsolved Mysteries 11.6/23	
8:30				
9:00	31. Doogie Howser 9.8/17		3. NBA Finals Game 4—Chicago at Portland 16.0/29	
9:30	55. Anything B/Love 7.9/14			
10:00	59. Civil Wars 7.4/13	21. 48 Hours 11.3/21		
10:30				
THURSDAY	7.8/15	10.1/19	10.5/20	7.6/14
8:00	67. The Young Riders 5.9/12	39. Top Cops 9.3/19	47. Cosby 8.6/18	52. Simpsons 8.5/17
8:30			28. A Diffrnt World 10.0/20	65. Drexell's Class 6.2/12
9:00	72. MacGyver 5.6/10	24. CBS Thursday Movie—Lonesome Dove, Pt. 4 10.5/19	10. Cheers 13.4/24	55. Beverly Hills 90210 7.9/14
9:30			11. Wings 12.5/22	
10:00	17. Primetime Live 11.8/22		40. L.A. Law 9.2/17	
10:30				
FRIDAY	10.3/21	5.7/12	10.2/21	5.7/12
8:00	31. Family Matters 9.8/22	76. Sea World Special 5.5/12	80. Clinton for Pres 4.5/10	65. America's Most Wanted 6.2/14
8:30	33. Step By Step 9.7/21		84. Dear John 4.0/9	
9:00	47. Dinosaurs 8.6/17	69. Guiding Light Primetime Special 5.8/12	8. NBA Finals Game 5—Chicago at Portland 13.9/28	64. Sightings 6.4/13
9:30	47. Baby Talk 8.6/17			83. Hidden Video 2 4.1/8
10:00	13. 20/20 12.4/24	70. Secrets of Husbands and Wives 5.7/11		
10:30				
SATURDAY	4.9/11	5.6/12	8.6/19	5.4/12
8:00	78. ABC Saturday Night Movie—Best Defense 5.2/12	72. CBS Saturday Movie—Born on the Fourth of July 5.6/12	53. Golden Girls 8.2/19	67. Cops 5.9/14
8:30			55. The Torkelsons 7.9/18	62. Cops 2 6.7/15
9:00			37. Empty Nest 9.5/21	77. Code 3 5.3/12
9:30			33. Nurses 9.7/21	85. Vinnie & Bobby 3.7/8
10:00	82. Genesis: Opening Night 4.2/9		53. Sisters 8.2/18	
10:30				
SUNDAY	7.0/13	14.0/26	13.4/26	5.5/10
7:00	72. Life Goes On 5.6/12	9. 60 Minutes 13.5/29	6. NBA Finals Game 6—Portland at Chicago 15.0/29	86. True Colors 3.3/7
7:30				87. Parker Lewis 3.2/7
8:00	45. Am Fun Hme Vid 8.7/17	16. Murder, She Wrote 12.0/22		62. In Living Color 6.7/13
8:30	47. Am Fun People 8.6/15			72. Roc 5.6/10
9:00	61. ABC Sunday Night Movie—Scruples I 6.9/12	4. CBS Sunday Movie—Shattered Dreams 15.2/27		43. Married w/Chldn 8.9/15
9:30				60. Herman's Head 7.1/12
10:00			26. Seinfeld 10.2/18	79. Std by Your Man 4.7/8
10:30			58. Quantum Leap 7.6/15	81. Get a Life 4.3/8
WEEK'S AVGS	8.8/17	9.6/18	10.8/21	5.9/12
SSN. TO DATE	11.8/20	13.1/22	12.0/20	7.8/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

KMGH-TV Denver, and before that, KUTV-TV Salt Lake City. Seethaler said that as a general manager, he had previously worked with cable operators.

Cable Media will take over Katz's existing arrangements to rep the all-news channel in Washington and cable operations in Wichita, Kan., Syracuse, N.Y., and El Paso, Tex. However, any joint-buys involving both a cable system and a TV station would still be handled by Katz Television, said Seethaler.

John Orr, director of Katz Cable, and the division's other employes are now working at Cable Media, which last year opened an office in Toronto. The firm has repped the Detroit cable interconnect. ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KAQQ(AM)-KISC(FM) Spokane, Wash., and KWG(AM)-KSGO(FM) Stockton-Tracy, Calif. □ Sold by The Home News Co. to Silverado Broadcasting Corp. for $3.95 million cash. **Seller** is headed by William W. Boyd, and owns two AM's, two FM's and two TV's. **Buyer** is headed by Ron Miller, who owns KVIQ(TV) Eureka, Calif., and John Winkel, former station general manager and former executive at EZ Communications. KAQQ is fulltimer with MOR format on 590 khz. KISC has contemporary format on 98.1 mhz with 94 kw and antenna 2,030 feet above average terrain. *Broker: Media Venture Partners.*

WTBB(FM) Bonifay, Fla. □ CP sold by Mary Lake Communications Inc. to Group M Communications Inc. for $682,405. Terms: $10,000 cash at closing; $210,000 nine-year promissory note at 10%, and $462,405 seven-year noncompete covenant. **Seller** is headed by John C. Culpepper III, and has no other broadcast interests. **Buyer** is headed by Christopher L. Murray, who is account executive at WTBB. WTBB has AC format on 97.7 mhz with 3 kw and antenna 298 feet above average terrain. *Broker: MediaOne Inc.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's □ $1,162,830 □ 5
FM's □ $687,405 □ 2
AM-FM's □ $4,385,000 □ 4
TV's □ $0 □ 0
Total □ $6,235,235 □ 11

1992 to Date:
AM's □ $37,886,365 □ 95
FM's □ $63,957,543 □ 109
AM-FM's □ $128,874,805 □ 71
TV's □ $1,114,316,620 □ 33
Total □ $1,345,035,333 □ 308

For 1991 total see Jan. 27, 1992 BROADCASTING.

KFRU(AM) Columbia, Mo. □ Sold by KFRU Inc. to Columbia AM Inc. for $448,841, assumption of debt. **Seller** is headed by Bill Weaver, and has no other broadcast interests. **Buyer** is headed by Alan M. Germond. Principals James D. Baugher (7.5%) and John E. Ott (5%) own KWHN(AM)-KMAG(FM) Fort Smith, Ark. KFRU is fulltimer with news, talk format on 1400 khz with 1 kw.

WHBB(AM)-WDXX(FM) Selma, Ala. □ Sold by Holder Communications Corp. of Alabama to BroadSouth Communications Inc. for $400,000. Stations are first of four AM-FM combos of parent company GMX Corp., a concrete company, to be sold under receivership of media broker Gary Stevens. Other stations are KLCL(AM)-KHLA(FM) Lake Charles, La.; WNAU(AM)-WWKZ(FM) Tupelo, Miss., and WHNK(AM)-WRLT-FM Nashville. **Buyer** is headed by partners James Reynolds, Joseph Henry and Robert Roberts, local businessmen with no other broadcast interests. WHBB is fulltimer with classic rock format on 1490 khz with 1 kw. WDXX has country format on 100.1 mhz with 6 kw and antenna 327 feet above average terrain. *Broker: Gary Stevens & Co.*

For other proposed and approved sales see "For the Record," page 59.

CLOSED!

KVOY-AM/KTPI-FM, Lancaster-Palmdale, California from HPW Communications, to The Park Lane Group, for $1,770,000.

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Broadcasting's Top 100 Companies in Electronic Communications

Only about half the Fifth Estate economy suffered in the recession last year. Analyzing, for the first time, the performance of the Top 100 companies by industry segment, BROADCASTING's exclusive annual survey of electronic communications found that every MSO sported higher revenue in 1991 than the year before. Programing companies, including cable networks, also benefitted from the MSOs'—and their subscribers'—largess. As a result, two of the three largest companies are now cable-related: Time Warner and Tele-Communications Inc. The half that didn't fare so well last year were the cyclically sensitive equipment companies and the broadcast station and network operators. As revenues fell, so did operating income, in fact, operating income for cable operators came close to equalling that of a much larger number of broadcasters. ***—GF,SDM***

1 Time Warner 2 Capital Cities/ABC 3 TCI 4 General Electric 5 CBS 6 Sony 7 Matsushita 8 Viacom 9 Turner Broadcasting 10 News Corp 11 Continental 12 Home Shopping Network 13 QVC Network 14 Paramount 15 The Walt Disney Co 16 GI Corp 17 Westinghouse 18 Comcast 19 Tribune 20 SCI Holdings 21 Cablevision Systems 22 Times Mirror 23 Ampex 24 King World Productions 25 Harris Corp 26 Saatchi & Saatchi 27 Multimedia 28 Gaylord Entertainment 29 Gannett Co 30 Scientific-Atlanta 31 Scripps Howard 32 WPP 33 Cablevision Industries 34 Washington Post 35 Tektronix 36 Interpublic 37 Omnicom 38 Dun & Bradstreet 39 3M 40 BHC Communications 41 Century 42 Adelphia 43 GM Hughes 44 Great American Communications 45 SCI Television 46 Control Data 47 AH Belo 48 Grey 49 Pinelands Inc 50 Media General 51 PESA Chyron 52 Westwood One 53 Eastman Kodak 54 Infinity Broadcasting 55 Telemundo Group 56 TKR Cable 57 LIN Broadcasting 58 Malrite Communications 59 TCA Cable 60 Foote, Cone & Belding 61 Jefferson-Pilot 62 Charter Co 63 International Family Entertainment 64 Meredith Corp 65 Pulitzer 66 Liberty Media 67 Varian 68 ML Media 69 Jones Intercable 70 McGraw-Hill 71 Renaissance Communications 72 Zenith 73 Comsat 74 C-TEC 75 Liberty Corp 76 Lee Enterprises 77 Park Communications 78 Ackerley Communications 79 American Family 80 Clear Channel 81 Jacor Communications 82 Reuters 83 IDB 84 Heritage Media 85 The New York Times Co 86 Republic Pictures 87 Falcon 88 Unitel Video 89 ML Opportunity 90 dick clark productions 91 Outlet Communications 92 Motorola 93 Granite Broadcasting 94 Burnup & Sims 95 Gillett Holdings 96 Northstar Television 97 Fairmont Communications 98 All American Communications 99 Playboy Enterprises 100 C-COR

The following charts rank companies by their Electronic Communications Index (ECI) revenue—the revenue each company derives from broadcasting, cable, programing, equipment and other related communications activities. The Broadcasting and Cable charts also detail the operating income that those companies derive from ECI activity. To determine ECI data, BROADCASTING relies on estimates provided by the companies, securities analysts and industry associations. NM = not meaningful; NA = not available.

BROADCASTING

ECI Rank	'91 ECI Revenue (in millions)	% Chg. in ECI Rev. from '90	ECI as % of Total Revenue	'91 ECI Income (in millions)	'91 Total Net Earnings (in millions)	% Chg. in Net from '90
1. Capital Cities/ABC	$4,329.7	1%	80%	$669.7	$343.5	-28%
2. General Electric	$3,121.0	-4%	7%	$209.0	$2,636.0	-39%
3. CBS	$3,035.0	-7%	100%	($271.3)	($85.8)	NM
4. News Corp.	$1,300.0	24%	27%	$250.0	$367.6	45%
5. Westinghouse	$707.0	-6%	6%	$115.6	($1,086.0)	NM
6. Tribune	$617.5	-1%	30%	$100.2	$142.0	NM
7. Multimedia	$395.4	14%	75.4%	$132.3	$48.4	6%
8. Gannett Co.	$357.4	-10%	11%	$61.7	$301.6	-20%
9. Scripps Howard	$348.5	7%	100%	$58.3	$24.1	-20%
10. Washington Post	$323.0	-1%	23%	$84.1	$70.8	-59%
11. BHC Communications	$262.6	-6%	100%	$0.5	$108.1	-78%
12. Great American Commun.	$211.5	-5%	100%	$18.4	$92.0	NM
13. SCI Television	$208.8	-11%	100%	$20.3	($98.9)	NM
14. A.H. Belo	$181.8	-6%	42%	$41.6	$12.4	-58%
15. Pinelands Inc.	$166.2	-8%	100%	($2.9)	($5.3)	NM
16. Infinity Broadcasting	$135.3	5%	100%	$27.5	($6.0)	NM
17. Telemundo Group	$134.3	5%	100%	($241.5)	($275.0)	NM
18. LIN Broadcasting Corp.	$129.4	-4%	86%	$45.3	($170.2)	NM
19. Malrite Communications	$128.2	-3%	100%	$11.5	($25.4)	NM
20. Jefferson-Pilot	$125.0	-2%	11%	$18.0	$175.7	11%
21. Meredith Corp.	$109.1	-2%	15%	$21.0	$83.1	NM
22. Pulitzer	$109.0	-6%	28%	$17.8	$10.6	-16%
23. McGraw-Hill	$98.1	-6%	5%	$25.9	$148.0	-14%
24. Renaissance Commun.	$88.9	-1%	100%	$0.6	$13.5	NM
25. Liberty Corp.	$71.4	-5%	23%	$11.2	$30.1	20%
26. Lee Enterprises	$69.7	-2%	20%	$10.1	$31.5	-28%
27. Park Communications	$67.0	-7%	45%	$13.0	$11.9	-37%
28. Ackerley Communications	$66.6	5%	42%	($12.2)	($39.1)	NM
29. American Family	$64.4	-8%	2%	$11.8	$148.7	27%
30. Clear Channel	$64.3	6%	100%	$11.8	$1.1	NM
31. Jacor Communications	$64.2	-20%	100%	$6.1	$1.5	NM
32. Heritage Media	$51.2	1%	23%	$10.2	($15.0)	NM
33. The New York Times Co.	$47.9	-6%	3%	$16	$47.0	-28%
34. Outlet Communications	$39.4	-15%	100%	$4.6	($9.3)	NM
35. Granite Broadcasting	$33.4	-3%	100%	$6.0	($8.5)	NM
36. Gillett Holdings	$30.9	-46%	4%	($2.4)	($161.5)	NM
37. Northstar Television	$30.3	0%	100%	NA	($8.9)	NM
38. Fairmont Communications	$29.2	NA	100%	NA	($28.8)	NM

Last year's operating comparisons for broadcasting companies are mostly negative, but that is not surprising. Revenue changes reported for 1991 arranged themselves in a band around the 5.8% industry-wide station decline estimated by the Television Bureau of Advertising, and the 2.3% decline in spot radio. On the income side, 1991 ECI operating profits for broadcasters still produced relatively healthy margins.

Not surprisingly, the three network parent companies topped the revenue list, with the parent company of near-network Fox—News Corp.—coming in fourth. Two major station group owners, Westinghouse and Tribune, were the only two other broadcasters with $500 million-plus revenue.

Since most broadcasters are owned by media-dominated parent companies, it is not surprising that corporate earnings were down last year, as newspapers, magazines and other divisions also suffered. Only those companies with cable or entertainment divisions managed to offset some of the decline.

CABLE

ECI Rank	'91 ECI Revenue (in millions)	%Chg. in ECI Rev. from '90	ECI as % of Total Revenue	'91 ECI Income (in millions)	'91 Total Net Earnings (in millions)	%Chg. in Net from '90
1. Time Warner	$4,731.0	5%	39%	$618.0	($99.0)	NM
2. TCI	$3,206.0	9%	84%	$760.0	($102.0)	NM
3. Continental	$1,039.2	11%	100%	$444.7	($161.6)	NM
4. Comcast	$647.1	11%	90%	$154.9	($155.5)	NM
5. SCI Holdings	$606.7	10%	100%	$95.7	($138.0)	NM
6. Cablevision Systems	$603.3	7%	100%	$53.4	($227.2)	NM
7. Times Mirror	$498.0	5%	14%	$97.2	$81.9	-55%
8. Cablevision Industries	$334.6	12%	100%	$16.8	($73.9)	NM
9. Century	$257.0	17%	93%	$56.1	($80.3)	NM
10. Adelphia	$250.2	9%	100%	$63.3	($141.3)	NM
11.Media General	$159.6	4%	27%	$18.4	($62.1)	NM
12. TKR Cable	$130.0	12%	100%	$42.1	$7.1	NM
13. TCA Cable	$127.0	12%	100%	$31.4	$8.5	79%
14. ML Media	$99.2	6%	100%	($19.8)	($51.0)	NM
15. Jones Intercable	$98.9	9%	100%	$47.1	($33.6)	NM
16. C-TEC	$76.1	19%	33%	$29.8	($12.3)	NM
17. Falcon	$45.9	17%	100%	$7.4	($10.5)	NM
18. ML Opportunity	$42.0	1%	100%	($42.4)	($79.2)	NM

Cable's top companies saw solid gains in a year when most other media categories did not. Cable penetration, though, continued to level off, moving slightly from 59% in 1990 to 60.6% in 1991, according to Nielsen. Total revenues increased more rapidly—Americans spent $18.2 billion on cable in 1991, compared with $16.7 billion in 1990. Total dollars spent are expected to be just under $20 billion in 1992. Spot and local ad revenue was just over $3 billion in 1991, compared to $2.5 billion in 1990.

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PROGRAMING

ECI Rank	'91 ECI Revenue (in millions)	%Chg. in ECI Rev. from '90	ECI as % of Total Revenue	'91 Total Net Earnings (in millions)	% Chg. in Net from '90
1. Viacom	$1,711.6	7%	100%	($49.7)	NM
2. Turner Broadcasting	$1,383.0	5%	93%	$85.9	1,759%
3. Home Shopping Network	$1,035.5	7%	96%	($8.9)	NM
4. QVC Network	$921.8	19	100%	$19.6	NM
5. Paramount	$810.4	8%	21%	$122.2	-53%
6. Walt Disney Co.	$752.3	17%	12%	$636.6	-23%
7. King World Productions	$475.9	5%	100%	$90.6	8%
8. Gaylord Entertainment	$361.0	5	60%	$1.8	-73%
9. Westwood One	$144.4	-1%	100%	$8.8	NM
10. Charter Co. (6 months)	$122.7	—	100%	$13.0	1,164%
11. International Family Ent.	$113.7	22%	100%	$19.8	37%
12. Liberty Media	$106.8	42%	100%	$42.9	2,916%
13. Republic Pictures	$47.4	57%	58%	$0.6	-11%
14. dick clark productions	$41.8	39%	94%	$2.9	115%
15. All American Commun.	$27.5	NA	78%	($1.9)	NM
16. Playboy Enterprises	$26.7	-5	15%	$4.5	-28%

For companies whose primary exposure to the Fifth Estate is entertainment, the list is led by those predominantly in the cable programing business, with Viacom and Turner followed by two home shopping companies, Home Shopping Network and QVC Network.

But some in program production also benefited from positive revenue changes, with both Paramount, Disney and King World showing strong gains.

Although not shown above, the ECI income of most programers produces a wide range of margins. Corporate earnings were mixed.

Some of the major players in programing have larger media divisions elsewhere: Time Warner is listed in Cable; both Sony and Matsushita can be found in Technology, and News Corp is in Broadcasting.

TECHNOLOGY

ECI Rank	'91 ECI Revenue (in millions)	% Chg.in ECI Rev. from '90	ECI as % of total Revenue	'91 total Net Earnings (in millions)	% Chg. in Net from '90
1. Sony	$2,550.0	-4%	9%	$903.2	3%
2. Matsushita	$2,100.0	-4%	4%	$999.0	-49%
3. GI Corp.	$745.0	-9%	79%	($133.3)	NM
4. Ampex	$493.3	-20%	94%	($78.1)	NM
5. Harris Corp.	$451.0	—	15%	$19.5	-85%
6. Scientific-Atlanta	$355.8	-23%	72%	1.1	-98%
7. Tektronix	$293.6	5%	22%	$48.3	NM
8. 3M	$266.8	2%	2%	$1,154.0	-12%
9. PESA Chyron	$154.8	21%	100%	$4.8	85%
10. Eastman Kodak	$141.5	—	1%	$17.0	-98%
11. Varian	$100.7	-2%	7%	$57.5	NM
12. Zenith	$80.0	-30%	6%	($51.6)	NM
13. Motorola	$34.0	4%	1%	$454.0	-9%
14. C-COR	$26.2	-50%	80%	($3.5)	NM

The past year has proved tough for manufacturers highly concentrated in television and radio technology. Although new digital studio products are making inroads into the market, broadcasters describe themselves as in "maintenance mode" until budgets loosen and a true digital revolution begins.

Those companies selling equipment primarily to professional TV, radio and satellite experienced heavier losses than those with a broader array of consumer and government markets to serve.

AGENCIES & SERVICES

ECI Rank	'91 ECI Revenue (in millions)	% Chg. in ECI Rev. from '90	ECI as % of Total Revenue	'91 Total Net Earnings (in millions)	% Chg. in Net Earn. from '90
1. Saatchi & Saatchi*	$440.0	1%	76%	($118.4)	NM
2. WPP*	$339.9	—	35%	$57.5	-39%
3. Interpublic*	$283.4	-8%	55%	$94.5	18%
4. Dun & Bradstreet	$280.0	15%	6%	$508.5	—
5. Omnicom*	$281.4	—	41%	$57.1	10%
6. GM Hughes	$215.3	5%	2%	$435.5	-25%
7. Control Data	$201.7	—	13%	($9.8)	NM
8. Grey*	$166.2	—	67%	$4.3	-70%
9. FCB	$125.2	-1%	37%	($19.1)	NM
10. Comsat	$77.4	7%	15%	$44.8	NM
11. Reuters	$54.8	7%	2%	$429.5	10%
12. IDB	$53.5	-17%	51%	$1.5	2,287%
13. Unitel Video	$45.9	-2%	100%	$1.0	-18%
14. Burnup & Sims	$32.4	-19%	19%	($0.8)	NM

** ECI revenue numbers reflect U.S. operations only. Net earnings figures are for entire worldwide organization.*

The top advertising agencies, hit by the recession, all showed similar results for 1991. They managed to come in about flat in revenues derived from television and radio ad spending, compared with 1990. The media spending outlook is a bit brighter for 1992, although most analysts have lowered their initial projections. Forecaster Robert Coen of McCann-Erickson expects television ad revenues to increase 6.1%, down from a six-month earlier prediction of 7%.

The satellite services did not all have similar experiences in 1991. Comsat was up, while IDB was down considerably.

The ratings services also had disparate results in 1991, with Dun & Bradstreet's Nielsen Media Research showing solid gains, while Control Data Co.'s Arbitron stayed about flat versus 1990.

Seeing (or hearing) is believing!

The deadly force of a tornado can only be experienced. But through TV and radio, people can get a feeling for what a tornado is like and an understanding of how to survive.

That's why we're offering:

- Two 30-second TV public service announcements depicting life or death decisions during a tornado
- Two 30-second radio spots with a similar survival message.

Also available for TV: a 10-minute program, "Funnel Facts and Fables," produced for the National Coordinating Council on Emergency Management. This light but meaningful program dispels tornado myths while getting across a survival message.

State Farm Fire and Casualty Company, in cooperation with NCCEM, developed these noncommercial announcements and offers them free as a public service. To order, simply write and specify if you want the radio PSAs, the TV PSAs or both the TV PSAs and the 10 minute video. (Specify 1/2 inch or 3/4 inch videos.)

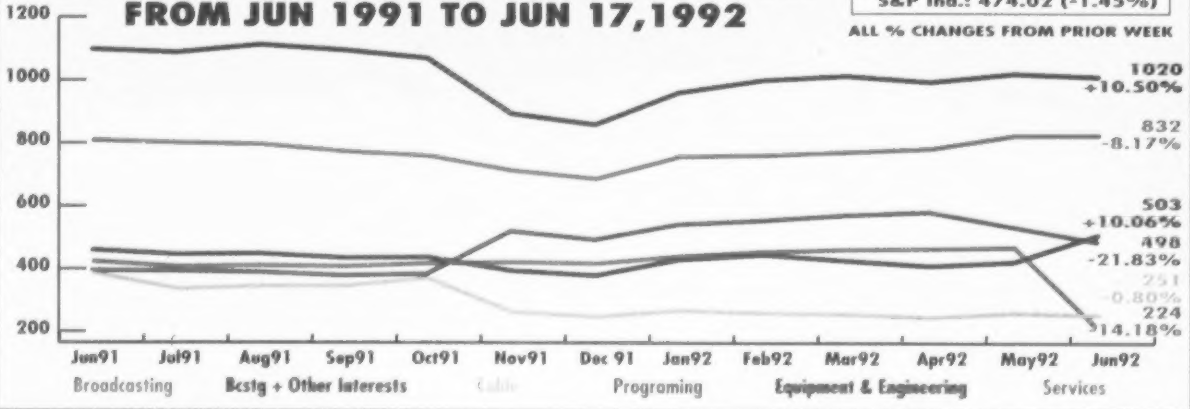
TORNADO TACTICS

STATE FARM INSURANCE

Funnel Facts
Public Relations Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710

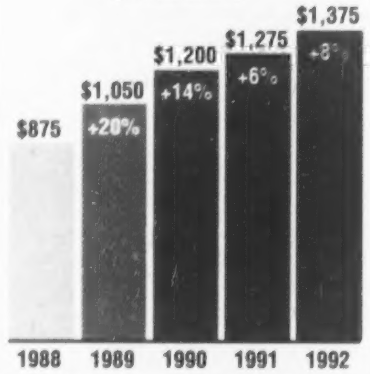
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1991 TO JUN 17,1992



AD-SUPPORTED SYNDICATION REVENUE

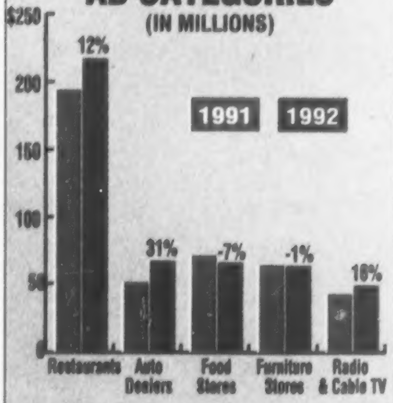
(IN MILLIONS)



Source: Advertiser Syndicated Television Association

TOP 5 LOCAL TV AD CATEGORIES

(IN MILLIONS)



Source: Television Bureau of Advertising from data supplied by Arbitron's MediaWatch Service in the top 75 markets.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,978	231	5,209
Commercial FM	4,662	989	5,651
Educational FM	1,537	310	1,847
Total Radio	**11,177**	**1,530**	**12,707**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	167	747
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**195**	**1,692**
VHF LPTV	457	146	603
UHF LPTV	786	831	1,617
Total LPTV	**1,243**	**977**	**2,220**
FM translators	1,897	367	2,264
VHF translators	2,505	74	2,579
UHF translators	2,360	392	2,752

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

In Brief

Citing family considerations and a desire to complete the restructuring of WPIX-TV New York, VP/GM **Michael Eigner, in a surprise move, decided late last week not to assume the GM post at Tribune Broadcasting's co-owned KTLA-TV Los Angeles.** Instead, Tribune has signed **Greg Nathanson,** who recently resigned as president of Fox Television Stations Inc. (and as GM of KTTV(TV) Los Angeles), to take over the GM post at KTLA, which Steve Bell gave up to become president of Twentieth Television's network operations. Nathanson's appointment is effective July 1.

Middle East Broadcasting Centre Ltd., a London-based media company controlled by Saudi Arabian investors, **surfaced last week as the latest bidder for UPI.** The 85-year-old news service, which has been operating under Chapter 11 bankruptcy protection from its creditors since August, is scheduled today to run out of operating funds provided by another bidder, New York lawyer Leon Charney. UPI cannot consider MEBC's $3.5 million bid until Charney's exclusive negotiating period expires today. Also still involved in the bidding process is religious broadcaster Pat Robertson, who earlier withdrew a $6 million bid for UPI. Robertson is asking the bankruptcy court to force UPI to sell him its name and library for $500,000. A hearing on Robertson's request is scheduled for Tuesday, June 23.

In a deal valued at more than $240 million, **Alpha Lyracom Space Communications contracted Arianespace to launch three PanAmSat satellites** between April 1994 and May 1995. Combined with PAS-1, the four-bird system would make PanAmSat the first privately-owned international satellite system interconnecting the Atlantic, Pacific and Indian Ocean regions.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 6. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	12.0/225/98
2.	Jeopardy!	10.8/214/97
3.	Oprah Winfrey Show	9.9/231/99
4.	Star Trek	8.8/246/98
5.	Tribune Premiere Network	8.2/173/96
6.	Entertainment Tonight	6.8/190/95
6.	Married...With Children	6.8/174/93
8.	A Current Affair	6.7/174/94
8.	Wheel Of Forutne-wknd	6.7/191/94
10.	Inside Edition	5.9/136/88
11.	Cosby Show	5.8/200/98
12.	Case Of The Lethal Lass	5.7/169/93
12.	Donahue	5.7/223/97
14.	Warner Bros Volume 29	5.6/128/93
15.	Hard Copy	5.3/174/92

KKAM(AM)-KBOS(FM) Fresno, Calif., were sold by Richard C. Phalen Jr., receiver for Radio Fresno Inc., to CenCal Broadcasting Inc. **for $1.4 million cash.** Phalen is also receiver for KIST(AM)-KMGQ(FM) Santa Barbara, Calif. CenCal is headed by Stephen D. Miller and John W. Brocks. Miller is a former GM of the Fresno stations. Broker: Media Services Group Inc.

The National Hispanic Media Coalition filed a petition to deny Hallmark's $550 million sale of the Spanish language network **Univision** and its nine owned stations to a group of investors headed by Los Angeles entertainment entrepreneur A. Jerrold Perenchio and including Mexico's Grupo Televisa and Venezuelan-based Venevision. The coalition said the transferee is "likely to be unlawfully controlled by foreign companies" and may have filed a false financial certification. The coalition also argued that the proposed transaction will reduce the diversity of Spanish-language programing for U.S. viewers and reduce competition in the market.

Sunshine Network, the broadcast-marketing partner of the NHL's **Tampa Bay Lightning, has signed deals with WTOG(TV) St. Petersburg and WQYK(AM) Tampa** for broadcast rights, including a minimum of 10 regular season away games plus select away playoff games for the TV station and all games for the radio station.

Group W Sports Marketing is offering more than 600 college football games on 14 regional sports networks for the upcoming season, with rates ranging between $500 and $3,000.

Twentieth Television has sold *Doogie Howser, M.D.* in 35 markets—18 of the top 30 markets—representing 40% U.S. coverage for its fall 1994 off-network launch. Since last March, Twentieth has added 19 markets. Sitcom is being offered for cash plus barter (two minutes of national ad time for the initial cycle).

Former radio and current daytime TV host **Sally Jessy Raphael was named 1992 talk show host of the year** by the National Association of Radio Talk Show Hosts last week.

At last week's **BPME/BDA conference** in Seattle the cable community was actively courted to take a leading role (see page 22), but **new BPME chairperson Nancy Smith,** a native of Canada, is **looking to put international promotion executives in the spotlight** at next year's convention in Orlando, Fla. BPME reported that 3,092 people registered for the conference, down slightly from 3,138 last year in Baltimore. Smith, who is vice president of communications for Global Television of Toronto, estimated that 300 international promotion and marketing executives representing 27 coun-

C1850 - 14

JUN 29

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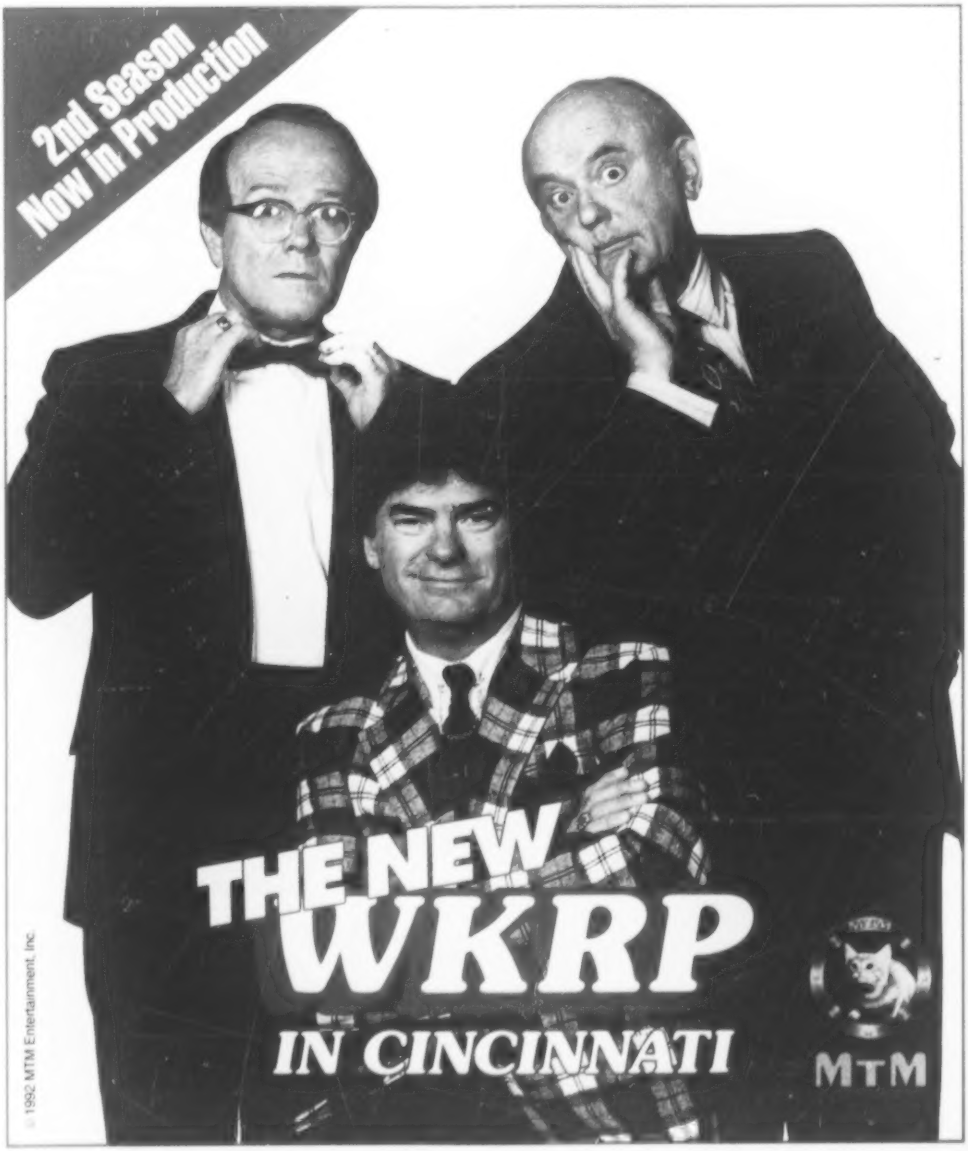
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NEWS IS TOP STORY AT FOX AFFILIATES MEETING
Page 17

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RENAISSANCE TO BUY FOUR FOX AFFILIATES FROM CHASE

By Joe Flint

Group owner Renaissance Communications is near an agreement with Chase Communications to buy the latter's four Fox affiliates, according to industry sources.

If the deal is completed, Renaissance would acquire WTIC-TV Hartford, Conn.; KDVR(TV) Denver; WATL(TV) Atlanta, and WXIN(TV) Indianapolis.

No definite purchase price has emerged. When Chase said last October it was getting out of the broadcasting business, some estimates had the four Fox affiliates worth a total of $150 million.

There are also conflicting reports that Renaissance would then turn around and sell the Indianapolis property to group owner River City Broadcasting.

At press time, executives at Chase Communications could not be reached for comment. Renaissance managing partner Michael Finkelstein and River City managing partner Barry Baker declined to comment.

But industry observers close to the parties involved and Fox executives—who have given the parties their blessing—confirmed various aspects of the sale.

The $150 million price tag may be low. There was concern in the past about programing liabilities that Chase inherited when it purchased the Atlanta and Indianapolis stations from Outlet Communications in 1989. Outlet had commitments to acquire about $40 million in programing at the time, although Chase is said to have renegotiated those contracts and reduced substantially the liabilities.

River City already owns independent station WTTV(TV) Indianapolis, and, if the deal is completed, would likely combine the two stations.

The same is true for Renaissance,

This Week

HDTV WARNING / 3

Maximum Service Television Inc. warns that the FCC's deadlines for HDTV implementation threaten the financial viability of some stations and could mean "the loss of universal broadcast service."

CBS REVOLT / 4

CBS affiliates, angry over the network's proposed affiliation charge, see it as a means to enhance the value of CBS stock. Some are threatening not to sign the new agreements.

NEWS FRONTIER / 17

Fox Inc. Chairman Rupert Murdoch told affiliates the company plans to shape a national news service that will push the boundaries of traditional TV offerings.

FORUM OF THE FUTURE? / 19

The technology isn't ready to accommodate Ross Perot's plans to use interactive television to create electronic town halls, technical observers say. Political theorists are concerned the forums would be used to manipulate public opinion.

HOME FOR TV RESEARCH / 22

The board of directors of the Advanced Television Research Center is looking into ways to make the operation a permanent research center and clearinghouse for new technologies. A report is due around Labor Day.

News and cable executives say Ross Perot's plan for interactive TV town halls are beyond currently available technology and raise political questions (p. 19).

GROWTH FOR BROADCASTING / 24

Veronis, Suhler's annual communications industry report, predicts stable revenue growth for broadcasting over the next five years, besting the previous five years by 3.7 percentage points but still lagging overall economic growth.

OFF-NETWORK ON CABLE / 26

With off-network hours ranking among their highest-rated shows, basic cable networks are adding a new batch this fall that includes *The Young Riders, Quantum Leap* and *Unsolved Mysteries.*

WIRED FOR SOUND / 29

Music-intensive radio stations will now have a plethora of choices for news packages, with AP's relatively inexpensive AP Drivetime joining the new CBS Zapnews and the ABC News Wire.

AD QUANDARY IN THE MAKING / 31

The trend toward use of alternative forms of political ads, like 30-minute spots, may eventually lead to FCC action as candidates question stations' various rate scenarios.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week Jun 22-28

	ABC	CBS	NBC	FOX
MONDAY	9.3/17	11.4/21	10.3/19	NO PROGRAMING
8:00	33. FBI: Untold Str 9.5/19	43. Evening Shade 9.0/18	28. Fresh Prince 9.9/19	
8:30	30. Amer Detective 9.7/18	21. Major Dad 10.5/19	36. Blossom 9.4/17	
9:00	40. Scruples II 9.1/16	5. Murphy Brown 13.5/24	19. NBC Monday Night Movie—Darkman 10.6/19	
9:30		9. Grapevine* 11.8/20		
10:00		12. Northern Exposure 11.7/21		
10:30				
TUESDAY	13.8/26	10.1/19	6.8/13	NO PROGRAMING
8:00	9. Full House 11.8/24	26. Rescue: 911 10.0/20	79. Mann & Machine 5.4/11	
8:30	3. Home Improvmt 14.9/28			
9:00	1. Roseanne 16.9/30	25. CBS Tuesday Movie—The Rape of Dr. Willis 10.1/18	67. Law and Order 6.8/12	
9:30	2. Coach 15.3/27			
10:00	8. Jack's Place 11.9/22		52. Dateline NBC 8.1/15	
10:30				
WEDNESDAY	9.4/18	10.0/19	10.1/20	NO PROGRAMING
8:00	48. Wonder Years 8.6/18	75. Davis Rules 5.9/12	12. Unsolved Mysteries 11.7/24	
8:30	38. Growing Pains 9.2/18	54. The Bat, The Cat 7.8/16		
9:00	30. Scruples III 9.7/18	15. Watergate: The Secret Story 11.6/21	16. Seinfeld 11.3/21	
9:30			23. Night Court 10.4/19	
10:00			54. Quantum Leap 7.8/15	
10:30				
THURSDAY	7.9/15	11.2/21	9.8/18	7.2/13
8:00	64. ABC World of Discovery 6.9/13	29. Top Cops 9.8/19	40. Cosby 9.1/18	53. Simpsons 8.0/16
8:30			23. A Diffrnt World 10.4/20	77. Drexell's Class 5.7/11
9:00	74. MacGyver 6.0/11	6. Street Stories 13.1/23	9. Cheers 11.8/21	56. Beverly Hills 90210 7.6/13
9:30			21. Wings 10.5/18	
10:00	18. Primetime Live 10.7/20	19. Bodies of Evidence* 10.6/20	49. L.A. Law 8.5/16	
10:30				
FRIDAY	9.7/20	6.3/13	6.8/14	5.6/12
8:00	33. Family Matters 9.5/21	81. H'wood Game* 5.0/11	64. Matlock 6.9/15	69. America's Most Wanted 6.5/14
8:30	37. Step By Step 9.3/20	82. Candid Camera 4.6/10		
9:00	40. Dinosaurs 9.1/19	63. CBS Friday Movie—Age-Old Friends 7.0/14	70. Reasonable Doubts 6.4/13	80. Sightings 5.3/11
9:30	45. Baby Talk 8.8/18			91. Hidden Video 2 3.3/7
10:00	17. 20/20 10.8/21		61. Law and Order 7.2/14	
10:30				
SATURDAY	4.8/11	6.1/13	7.7/17	6.3/14
8:00	83. Who's the Boss? 4.3/10	73. CBS Saturday Movie—Pancho Barnes 6.1/13	57. Golden Girls 7.5/18	71. Cops 6.2/15
8:30	92. Julie 3.0/7		61. The Torkelsons 7.2/17	57. Cops 2 7.5/17
9:00	89. Perfect Strang. 3.5/8		46. Empty Nest 8.7/19	57. Code 3 7.5/16
9:30	88. On the Air* 3.9/8		33. Nurses 9.5/20	86. Vinnie & Bobby 4.1/9
10:00	64. The Commish 6.9/15		68. Sisters 6.7/14	
10:30				
SUNDAY	8.6/17	12.5/24	6.6/13	6.9/14
7:00	52. U.S. Open Golf 8.2/19	4. 60 Minutes 14.5/32	85. Against All Odds 4.2/10	90. Parker Lewis 3.4/8
7:30			83. Disaster Files 4.3/9	87. Parker Lewis 4.0/9
8:00	44. Am Fun Hme Vid 8.9/18	7. Murder, She Wrote 12.2/24	78. In the Heat of the Night 5.5/11	60. In Living Color 7.4/15
8:30	38. Am Fun People 9.2/18			71. Roc 6.2/12
9:00	46. ABC Sunday Night Movie—The Commish: A Matter of Life and Death 8.7/16	12. CBS Sunday Movie—Stranger at My Door 11.7/21	51. NBC Sunday Night Movie—Love, Lies and Murder, Pt. 1 8.3/15	32. Married w/Childn 9.6/18
9:30				26. Down the Shore* 10.0/18
10:00				49. Married w/Childn 8.5/15
10:30				76. Std by Your Man 5.8/11
WEEK'S AVGS	9.0/18	9.8/19	8.2/16	6.6/13
SSN. TO DATE	11.7/20	13.0/22	11.9/20	7.8/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

VERONIS, SUHLER SEES STABLE TV GROWTH

Annual forecast predicts ad spending increases of 6.2% for networks through 1996

By Sharon D. Moshavi

After a tumultuous five years in which broadcast growth nosedived and cable took off, the TV industry is headed for a calm period in which abrupt declines and increases will taper off, according to the sixth annual "Communications Industry Report" issued by investment bankers Veronis, Suhler & Associates Inc.

Broadcasting's big boost is due to the maturing cable industry, according to John Suhler, the firm's president. "We don't predict robust growth for broadcasting, but viewership has stabilized and so will advertising," he says. Furthermore, the report claims the worst is over for broadcasting in terms of competition for viewers.

The forecast shows advertiser spending on the big three networks and Fox growing at a 6.2% compound annual rate through 1996, better than the 2.5% annual growth of 1986-91 but lagging behind a predicted overall economic growth rate of 7%. Independents and affiliates are expected to follow a similar pattern. The rates go against the historic tide: for the 20 years before 1986, television growth exceeded the overall economic growth rate.

Competition with cable for viewers will continue but will slow along with penetration rates. The report sees the network's share of national advertising dollars dropping 1.2 percentage points (from 48.8% in 1991 to 47.6% in 1996), less than the 2.7 percentage points the networks have lost since 1986. Similarly, TV stations, which were down 3.6 points in advertising revenue from 1986 to 1991, will drop just 1.2 points from 1991 to 1996, to 52.4% of total television advertising revenue.

Rates of Growth for All Media

	1986-91 Compound Annual Growth (%)	1991-96 Compound Annual Growth (%)
TV Broadcasting	2.4	6.3
Radio	4.0	6.4
Cable	13.6	8.6
TV Programs	4.8	6.7
Barter Syndication	16.3	9.2
Movie Theaters	4.9	6.9
Home Video	17.0	8.1
Recorded Music	11.0	6.3
Newspapers	3.1	6.7
Book Publishing	8.7	7.6
Magazines	4.6	6.4
Business Information Services	9.1	7.6
Total Spending	6.4	7.1
Total Advertising	3.4	7.1

source: Veronis, Suhler

Economic recovery and an accompanying increase in media spending will not be felt until 1993, according to Suhler, but the "quadrennial effect" (the Olympics and the elections) will boost network growth to a higher rate in 1992 (4.4%) than in 1993 (3.3%). TV stations, on the other hand, should expect 3.7% growth in advertising revenue in 1992 and 6.2% in 1993.

Veronis, Suhler predicts cable's growth rate will moderate, although it will still remain "a fantastic business," says Suhler. Although cable experienced double-digit compound annual growth (13.6%) from 1986 to 1991, it is expected to taper off to 8.6% for the next five-year period due mostly to slower penetration. Much of the increase in subscription dollars will come from extra charges for tiered cable services, leading to a 10% growth rate in monthly subscription fees.

Cable advertising growth is also expected to slow, from a 1986-91 annual rate of 18.3% to 12.1% through 1996. Local and spot will show the most growth, doubling in revenue between 1991 and 1996. Although digital compression is expected to create dozens of channels within the next few years, Veronis, Suhler does not see much of an impact on cable ad revenues.

Radio, like broadcast television, is expected to see growth in its annual advertising revenues, from 4% a year in 1986-91 to 6.4% a year in 1991-96. Stations will experience most of that growth, with local advertising growing at a 6.3% rate, to $8.6 billion, by 1996, compared with 4.2% for the last five years. National spot growth is expected to rise from the previous five years' 3.6% a year to 6.8% a year over the next five. The report sees radio networks experiencing annual growth of 5.8% through 1996 compared with 3.2% annually over the last five years. ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WKHY(FM) Lafayette, Ind. ☐ Sold by U.S. Broadcasting Inc. to Stay Tuned Broadcasting Corp. for $1.78 million. Application is filed concurrently with transfer of control application whereby seller S. Walter Richey will sell his 100% share of licensee to Spacecom Inc., which has provided funds to U.S. Broadcasting. **Seller**, Richey, is president of Spacecom, licensee of KQEO(AM)-KMGA(FM) Albuquerque, N.M. Spacecom is parent of licensee of KOSO(FM) Patterson and KTHT(FM) Fresno, both California. Richey also has interests in licensee of KQEU(AM) Olympia, Wash.; and KLBB(AM) St. Paul, Minn. **Buyer** is headed by Robert E. Rhea Jr., who is 100% stockholder of licensee of WRRR(AM)-WXRX(FM) Rockford-Belvidere, Ill. WKHY has classic rock format on 93.5 mhz with 3 kw and antenna 282 feet. *Broker: Hague & Co.*

WMMK(FM) Destin, Fla. ☐ Transfer of control from Reid Broadcasting Corporation to Stephen C. Riggs & Timothy D. Fulmer for approximately $659,000. **Seller** is headed by Paul Reid, and has no other broadcast interests. **Buyers** have no other broadcast interests. WMMK has C&W, AC format on 92.1 mhz with 3 kw and antenna 295 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's ☐ **$635,650** ☐ **6**

FM's ☐ **$2,439,000** ☐ **2**

AM-FM's ☐ **$710,000** ☐ **3**

TV's ☐ **$0** ☐ **0**

Total ☐ **$3,784,650** ☐ **11**

1992 to Date:

AM's ☐ **$38,522,015** ☐ **101**

FM's ☐ **$66,396,543** ☐ **111**

AM-FM's ☐ **$129,584,805** ☐ **74**

TV's ☐ **$1,114,316,620** ☐ **33**

Total ☐ **$1,348,819,983** ☐ **319**

For 1991 total see Jan. 27, 1992 BROADCASTING.

WFTG(AM)-WWEL(FM) London, Ky. ☐ Sold by London Broadcasting Co. Inc. to F.T.G. Broadcasting Inc. for $410,000. **Seller** is headed by Jack Mills. Shareholders Herman G. Dotson and Estate of Elmo Mills have interests in licensee of WNRG(AM)-WMJD(FM) Grundy, Va. **Buyer** is headed by Terry E. Forcht, and is subsidiary of ultimate licensee of seven AM's and seven FM's. WFTG is fulltimer with MOR format on 1400 khz with 1 kw. WWEL has country format on 103.9 mhz with 3 kw and antenna 190 feet above average terrain.

KWYZ(AM) Everett, Wash. ☐ Sold by Prime Time Broadcasting Inc. to Quality Broadcasting Corp. for $400,000, including $180,000 in assumption of debt. **Seller** is headed by Richard D. Carlson, receiver, and has no other broadcast interests. **Buyer** is headed by Barbara J. Geesman, who owns licensees of KJUN(AM) Puyallup, KTOL(AM) Lacey, KENU(AM) Enumclaw and KBLV(AM) Bellevue, all Washington. KWYZ is fulltimer with country format on 1230 khz with 1 kw.

WKAJ(AM) Saratoga Springs, N.Y. ☐ Sold by Saratoga Radio Corp. to William H. Walker III for approximately $258,000. **Seller** is owned equally by Robert N. Putnam Jr. and Paul C. Raeder, and also owns WZRQ(FM) Balston Spa, N.Y. Buyer also owns WRWD(AM) Highland and WBUG(AM) Amersterdam, both New York. WKAJ is fulltimer with adult-MOR format on 900 khz with 250 w. Broker: *New England Media Inc.*

KVSF(AM)-KIOT(FM) Santa Fe, N.M. ☐ Transfer of control of Enchantment Media Inc. to Elliot McDowell for $250,000. Transfer represents option to purchase 10,000 shares of stock. **Seller** is headed by William R. Sims, and has no other broadcast interests. **Buyer** has no other broadcast interests. KVSF has AC format on 1260 khz with 5 kw day, 1 kw night. KIOT has country format on 102.3 mhz with 1.1 kw and antenna 636 feet above average terrain.

SOLD!

KAQQ/KISC(FM), Spokane, Washington and KWG/KSGO(FM), Stockton-Modesto, California, have been sold by **The Home News Company** to **Silverado Broadcasting,** Ron Miller and John Winkel, Principals, for **$3,950,000.**

Randall E. Jeffery and Elliot B. Evers brokered this transaction.

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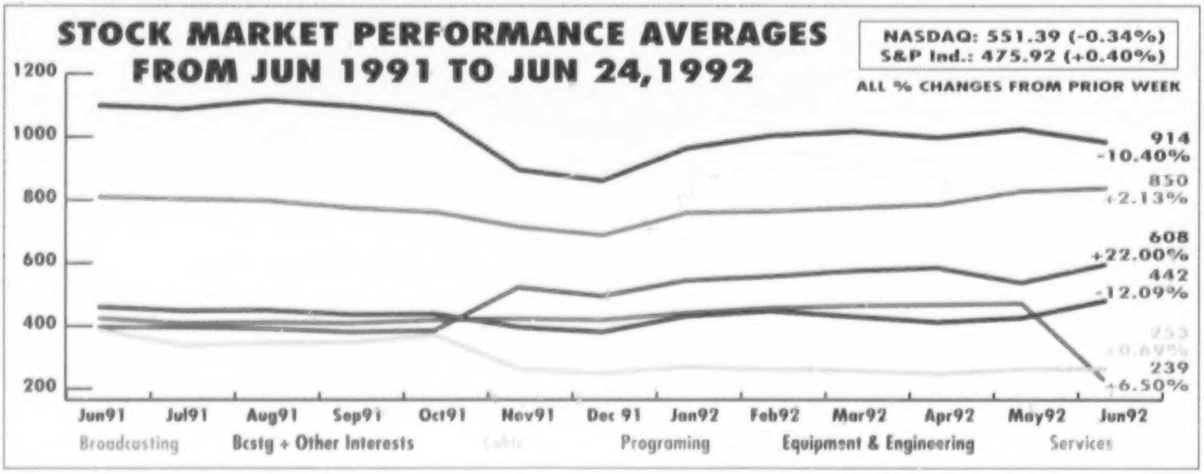
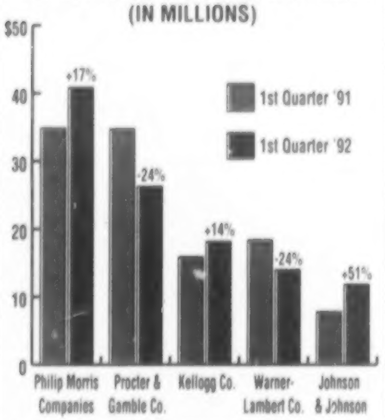
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1991 TO JUN 24,1992



TOP 5 SYNDICATED TELEVISION ADVERTISERS

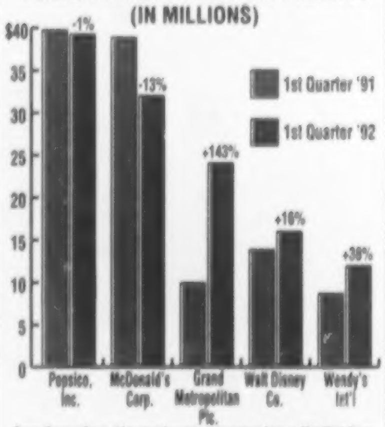
(IN MILLIONS)



Source: Television Bureau of Advertising from data as reported from Arbitron's MediaWatch Service

TOP 5 LOCAL TELEVISION ADVERTISERS

(IN MILLIONS)



Source: Television Bureau of Advertising from data as reported from Arbitron's MediaWatch Service

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,978	231	5,209
Commercial FM	4,662	989	5,651
Educational FM	1,537	310	1,847
Total Radio	**11,177**	**1,530**	**12,707**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	167	747
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**195**	**1,692**
VHF LPTV	457	146	603
UHF LPTV	786	831	1,617
Total LPTV	**1,243**	**977**	**2,220**
FM translators	1,897	367	2,264
VHF translators	2,505	74	2,579
UHF translators	2,360	392	2,752

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

CBS Radio Networks is cutting 15% of its staff, affecting 22 people in programing, sales, marketing, research and affiliate relations departments. A company spokeswoman said cuts were due to an "abysmal" network radio sales marketplace and the high cost of sports rights fees. No further cuts are anticipated.

New York Governor Mario Cuomo has approved **legislation allowing cameras and recording equipment back into the New York courts** for the next two-and-a-half years. Under the new law, most witnesses can refuse to be photographed on the stand. Cameras have not been allowed in New York's trial courts since the expiration of an earlier experiment on June 1, 1991.

Cosmos Broadcasting Corp. signed a letter of intent **to sell WTOL-TV (CBS) Toledo, WFIE-TV (NBC) Evansville, Ind., and KAIT-TV (ABC) Jonesboro, Ark.,** three of its seven network affiliates, **to Broad Street Communications.** Neither party would disclose a price; sources familiar with the deal said the stations were sold at a multiple of eight times cash flow. According to industry and BROADCASTING estimates, the price for the three stations would then fall into the $55 million to $65 million range. Broad Street is headed by Richard Geismar and Fred Walker and currently owns KWQC-TV Davenport, Iowa. Broad Street used equity fundraiser Communications Investment Group to help finance the sale.

Saban Entertainment is earmarking more than $65 million for the 1992-93 season in what it calls its most aggressive slate of movies and miniseries ever. The production lineup consists of more than 30 hours of long-form programing for the networks. Saban's output this season represents a tripling of its activity from a year ago.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 13. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	11.2/226/98
2.	Star Trek	11.1/242/98
3.	Jeopardy!	10.1/216/98
4.	Oprah Winfrey Show	8.0/231/99
5.	Married...With Children	7.2/178/94
6.	Entertainment Tonight	6.6/190/96
7.	A Current Affair	6.3/175/93
8.	Donahue	6.2/230/99
9.	Wheel Of Fortune-wknd	6.1/188/81
10.	Cosby Show	6.0/201/97
11.	Inside Edition	5.7/138/89
12.	Hard Copy	5.3/176/93
13.	Sally Jessy Raphael	5.1/210/96
14.	Baywatch	4.8/156/89
15.	Geraldo	4.8/171/87

Paxson Enterprises Inc., headed by Lowell Paxson, is purchasing WVRI(FM) Orlando from Capitol Broadcasting Co. for $6.7 million. The sale is part of a five-station radio deal worth approximately $17 million. WPRD(AM)-WMGF(FM) Orlando and WFYV(AM) Jacksonville will be acquired from Metroplex Communications; Paxson is also buying WAIA(FM) Jacksonville from Rowland First City Radio Inc. Pending approval of acquisitions earlier this year, the deal will give Paxson 13 stations in Florida. Brokers: Blackburn & Company Inc. and Media Venture Partners.

Prime Ticket Network on July 11 **will expand its programing lineup by two hours** on weekends, providing sports shows from 7 a.m. to 4 a.m. PT. The network serves more than 4.3 million cable subscribers in southern California and elsewhere.

Garden State Broadcasting Ltd. has filed a petition to deny the sale of Pinelands Inc.'s WWOR-TV Secaucus, N.J. (New York) to BHC Communications Inc. Garden State cited FCC policy and the Communications Act in its claim that approval cannot be given until Pinelands prevails in a pending comparative renewal proceeding, initiated by Garden State, on grounds that BHC and Pinelands shareholder Mario Gabelli holds interests that violate FCC multiple ownership and crossownership rules. Gabelli said that any FCC attorney would smile at the latest filing and see that it is a "legal Hail Mary" by Garden State.

Prospective wireless interactive TV purveyor TV Answer has reached consumer marketing agreements with Publishers Clearing House (PHC) and Little & Co. The latter would serve as collection and distribution point for consumer orders through TV Answer from Hanover Direct and other catalogers.

BURNS BACKS MULTIPLE CHANNELS

Senate Communications Subcommittee member Conrad Burns (R-Mont.), in a speech scheduled for today (June 29) at the Montana Broadcasters Association, will call on Congress and the FCC to allow TV broadcasters to implement digital compression and become multi-channel program services. "Policy-makers should not expect broadcasters to continue to be limited to providing one video channel or audio channel while regulating the provision of that single 'broadcast only' channel under the 'public interest' standard," Burns says according to an advance text of the speech. "Broadcasters' competitors are not similarly restrained."

The same digital compression breakthroughs now being considered for HDTV implementation could be used to offer multiple programs at "scaleable" picture quality, a topic heavily discussed during last spring's NAB convention (BROADCASTING, April 20). —RMS

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JUL 6

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PICKING UPFRONT WINNERS AND LOSERS

TCI SUED FOR $26.5 MILLION OVER LEARNING CHANNEL SALE

By Rich Brown and Randy Sukow

Long-simmering questions involving the 1991 sale of The Learning Channel surfaced last week in the form of a $26.5 million lawsuit against Tele-Communications Inc. The suit charges the nation's largest multiple system operator with using monopolistic tactics to interfere with the sale of the cable channel.

The suit was filed in federal court in New York by Data Broadcasting, the company formed by the Chapter 11 reorganization of Financial News Network. FNN, which owned 47% of TLC, had originally been offered $50 million for the network by the Lifetime cable network. According to the suit, Lifetime parent Hearst/ABC-Viacom Entertainment Services eventually backed out of the deal because TCI said it would drop TLC from its systems. With Lifetime out of the way, TCI's 49%-owned Discovery Channel was able to buy TLC for $30 million.

Last week's filing against TCI quickly caught the attention of Washington lawmakers, including House Telecommunications Subcommittee member Billy Tauzin (D.-La.), an advocate for program-access language in the cable bill (S. 12/H.R. 4850).

"I think it is further evidence of the kind of monopoly power the major integrated cable programers have over the industry, when they can twist the cable companies so hard that they can do what they allegedly did to The Learning Channel," said Tauzin. "If the allegations are correct, that really makes our case about the monopolistic power of these programers."

Tauzin compared the TLC dispute to a still-pending three-year-old lawsuit filed by Viacom and its Showtime Networks unit, which charges Time Warner with trying to monopolize the pay TV business through its Home Box Office and MSO divisions. Viacom and Time Warner executives offered no comment on rumors last week that the companies were about to settle the $2.5 billion suit. ■

This Week

FLAT UPFRONT / 3

The '92 network upfront market is expected to be flat compared with last year, with prices up but fewer spots sold.

FALLBACK ON FEE / 3

CBS last week gave up its plan for an affiliation charge, but replaced it with a reduction in compensation.

STAR TREK TRACK / 29

Paramount has released some plot and character details of its second *Star Trek* spinoff, *Deep Space Nine*, which will debut in January with a two-hour telefilm.

FOX NET FEAT / 40

At the one-year mark, Fox Net has yielded solid returns to its Fox Broadcasting parent, primarily in pulling some of the broadcaster's affiliates onto the VHF band.

REAL WORLD ROCKS / 42

MTV's real-life soap opera *The Real World* has tripled ratings in its time period and spawned talk of a second series set in London or Los Angeles.

FRITTS LETTER FLAP / 44

NAB President Eddie Fritts is reconsidering his decision to pull the association's 1994 convention out of Los Angeles. His letter citing "the perception that Los Angeles is a high-crime city" irked area broadcasters.

Signals received from 'Deep Space Nine' (p. 29).

MINI-PHONE'S FUTURE / 46

Comments are due this week on the FCC's proposals for implementing personal communications services, a new generation of cellular telephones with a wide range of consumer applications.

HDTV PUSH / 48

In a speech to the International Broadcasting Convention, James McKinney, chairman of the Advanced Television Systems Committee, decried efforts to move ahead with enhanced analog TV at the expense of full digital HDTV.

YOUNG REACHES AGREEMENT / 52

Young Broadcasting reached an agreement in principle with its creditors to abort an involuntary bankruptcy petition, a move that could enable it to proceed with its planned acquisition of five H&C properties.

ALLBRITTON UNVEILED / 54

A filing for a public debt offering last week provided an inside look at Allbritton Communications, owner of TV stations in three markets.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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CHANGE LIKELY FOR NEW RADIO OWNERSHIP

Broadcasters looking to expand their holdings under the FCC's new radio ownership caps may have to think again.

The commission, according to sources there, is expected shortly to issue a stay of the current ownership rules to allow for reconsideration. Commissioners Andrew Barrett, Ervin Duggan and James Quello—the three votes necessary to effect a stay—have all expressed a willingness to revisit the rules, which are scheduled to go into effect Aug. 3.

A reconsideration vote on new rules would probably not occur until August or, more likely, September.

The news that the commission may scrap its new policy, designed to improve the foundering radio business, comes the same week that the National Association of Broadcasters issued its 1992 radio financial report showing 59% of all radio stations did not make money last year (see below).

The commission's new rules permit common ownership of up to 60 stations (30 AM's and 30 FM's) nationwide and up to six stations (three AM's and three FM's) in the largest markets (40 or more stations). The number of stations that may be owned in local markets falls with the size of the market. The current caps allow no more than 12 AM's and 12 FM's and only one AM-FM combo per market.

No one expects major revisions. A 50-station national cap (25 AM-25 FM) with a 30-30 cap for minority broadcasters seems likely, with local limits at 2-2 in large markets (20 or more stations). Said one commission staffer: "Even if the rules are reconsidered, they probably won't go down to a level that would have a significant effect."

A stay of the rules was described by one staffer as a "symbolic gesture," intended in part to satisfy House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who has been very critical of the new rules. However, some observers feel that a cut to 25-25 will not do the job.

Meanwhile, the National Telecommunications and Information Administration filed an opposition to the various petitions to reconsider the rules. The commission's actions, the NTIA said, serve the public interest and "could, in fact, be expanded." –JF

59% OF RADIO STATIONS LOST MONEY IN '91

NAB study shows biggest stations continue to post large profits

By Peter Viles

The NAB's annual financial report on radio, considered the most comprehensive survey of the health of radio stations, shows nearly 59% of all commercial stations lost money in 1991, and that the losses cut deeper than they did in 1990.

The survey, released last week, shows that the average pre-tax loss per station rose sharply, from $14,908 in 1990 to $26,394 in 1991 for FM stations, and from $13,865 to $26,645 for AM daytimers. The only exception was AM-FM combinations, which posted average pre-tax profits of $23,341—up from just $2,327 in 1990, but still well below 1988's $64,807.

While declining revenues prevailed across virtually all station types and market sizes, the nation's biggest stations are still raking in large profits, although not as large as in 1990. For stations with revenues exceeding $17 million, the average pre-tax profit in 1991 was $6.97 million; 25% of those stations made $10.3 million or more before taxes.

The NAB's 1991 radio report, which also showed that more than half of all commercial stations were losing money, is often cited as proof that the industry is suffering from structural weaknesses and would benefit from consolidation through relaxed ownership limits, as proposed by the FCC.

The 1992 report appears to bolster that argument, although it remains unclear just how many of the stations' problems are due to long-term industry trends and how many are due to the weak economy.

"Since the figures are even worse than '90, I think they further support the commission's findings that the industry is in financial trouble and needs some sort of consolidation," says Jeff Baumann, the NAB's executive vice president and general counsel.

But Robert Pepper, chief of the FCC's office of plans and policy, says the reported decline in performance from 1990 to 1991 doesn't necessarily make a stronger case for consolidation.

"You don't look year-to-year, you look at trends," he says. "What we based our decision on were long-term trends.... The trends we identified began before the soft economy."

The four-year trends in the NAB's report show declining revenues and pre-tax profits at every type of station from 1988 to 1991, with the exception of revenues at AM-FM combos.

The NAB's report, compiled by Price Waterhouse, is based on two surveys sent to 9,071 commercial stations. Some 2,500 stations returned usable questionnaires. ■

RADIO'S TROUBLED LANDSCAPE

(Add 000)

Type of station	*Avg. Rev.*		*Avg. pre-tax profit (loss)*		*% of stations with pre-tax losses*	
	'90	*'91*	*'90*	*'91*	*'90*	*'91*
Daytime AMs	$174	$155	($14)	($27)	N/A	67.5%
Fulltime AMs	$836	$778	$29	$5	N/A	64.9%
AM-FM Combos	$1,276	$1,260	$2	$23	N/A	56.1%
FMs	$1,308	$1,262	($15)	($26)	N/A	55.3%

Source: NAB's 1992 Radio Financial Report

Broadcasting's Ratings Week Jun 22-28

	ABC	CBS	NBC	FOX
MONDAY	9.6/17	11.2/20	11.5/21	4.9/9
8:00	40. FBI: Untold Str 8.9/17	29. Evening Shade 10.0/19	19. Fresh Prince 11.3/22	85. Fox Night at the Movies—Hairspray 4.9/9
8:30	31. Amer Detective 9.8/18	20. Major Dad 11.0/20	27. Blossom 10.2/18	
9:00	23. FBI: Untold Str 10.7/18	9. Murphy Brown 13.2/23	19. NBC Monday Night Movie—Love, Lies and Murder, Pt. 2 11.9/21	
9:30	25. Amer Detective 10.4/18	27. Grapevine 10.2/17		
10:00	40. The Commish 8.9/16	18. Northern Exposure 11.5/21		
10:30				
TUESDAY	11.9/21	11.4/20	12.2/21	NO PROGRAMING
8:00	11. Full House 12.7/24	14. Rescue: 911 12.3/23	78. Another World Primetime 6.1/11	
8:30	3. Home Improvmt 14.8/27			
9:00	3. Roseanne 14.8/25	20. CBS Tuesday Movie—Red Heat 11.0/19	1. 19th Annual Daytime Emmy Awards 15.3/26	
9:30	15. Coach 11.9/20			
10:00	44. Jack's Place 8.6/15			
10:30				
WEDNESDAY	7.6/14	11.7/22	9.8/18	NO PROGRAMING
8:00	56. Wonder Years 7.9/16	35. David Copperfield Special 9.5/19	17. Unsolved Mysteries 11.6/23	
8:30	60. Growing Pains 7.7/15			
9:00	56. Doogie Howser 7.9/14	8. Raven* 13.3/24	24. Seinfeld 10.5/19	
9:30	51. Who's the Boss? 8.1/14		42. Home Fires 8.8/15	
10:00	68. Civil Wars 7.0/13	20. 48 Hours 11.0/21	51. Quantum Leap 8.1/15	
10:30				
THURSDAY	9.4/18	9.8/18	9.2/17	7.0/13
8:00	73. Young Riders 6.4/13	35. Top Cops 9.5/19	46. Cosby 8.5/17	47. Simpsons 8.4/17
8:30			32. A Diffrnt World 9.6/18	80. Drexell's Class 5.9/11
9:00	48. The Commish 8.3/15	35. Street Stories 9.5/17	13. Cheers 12.4/23	69. Beverly Hills 90210 6.8/12
9:30			29. Home Fires 10.0/18	
10:00	7. Primetime Live 13.6/25	25. Bodies of Evidence 10.4/19	64. L.A. Law 7.3/13	
10:30				
FRIDAY	10.2/22	5.9/12	7.5/16	4.6/10
8:00	35. Family Matters 9.5/22	87. H'wood Game 4.4/10	51. Matlock 8.1/18	83. America's Most Wanted 5.1/12
8:30	32. Step By Step 9.6/21	91. Say What? 3.8/8		
9:00	44. Dinosaurs 8.6/18	69. CBS Friday Movie—Another Pair of Aces: Three of a Kind 6.8/14	65. Reasonable Doubts 7.2/15	85. Sightings 4.9/10
9:30	49. Baby Talk 8.2/17			96. Hidden Video 2 3.2/7
10:00	11. 20/20 12.7/26		66. Law and Order 7.1/15	
10:30				
SATURDAY	5.0/11	5.5/13	7.3/16	5.9/13
8:00	94. Billy 3.4/8	82. CBS Saturday Movie—Return to Green Acres 5.2/12	66. Golden Girls 7.1/17	76. Cops 6.2/15
8:30	95. Julie 3.3/8		69. Home Fires 6.8/16	63. Cops 2 7.4/17
9:00	91. Perfect Strang. 3.8/8		51. Empty Nest 8.1/18	79. Code 3 6.0/13
9:30	93. On the Air 3.6/8		43. Nurses 8.7/19	90. Vinnie & Bobby 4.0/9
10:00	56. The Commish 7.9/17	76. Jake and the Fatman 6.2/14	72. Sisters 6.5/14	
10:30				
SUNDAY	8.1/15	14.7/28	9.0/17	6.7/12
7:00	83. Life Goes On 5.1/11	2. 60 Minutes 15.0/34	81. Olympic Showcase Primetime 5.4/11	89. Bill & Ted 4.1/9
7:30				88. True Colors 4.2/9
8:00	49. Am Fun Hme Vid 8.2/17	6. Murder, She Wrote 14.2/28		61. In Living Color 7.6/15
8:30	51. Am Fun People 8.1/15			59. Rachel Gunn, R.N.* 7.8/15
9:00	32. ABC Sunday Night Movie—Sudden Impact 9.6/17	5. CBS Sunday Movie—Sins of the Mother 14.7/26	10. NBC Sunday Night Movie—The Empire Strikes Back 12.8/23	39. Married w/Chldn 9.1/16
9:30				61. Herman's Head 7.6/13
10:00				73. Down the Shore 6.4/11
10:30				73. Married w/Chldn 6.4/11
WEEK'S AVGS	8.8/17	10.2/20	9.5/18	5.9/12
SSN. TO DATE	11.6/20	12.9/22	11.9/20	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WTOL-TV Toledo, Ohio; WFIE-TV Evansville, Ind., and KAIT-TV Jonesboro, Ark. □ Sold by Cosmos Broadcasting Corp. to Broad Street Communications for approximate price of at least $65 million. ("In Brief," June 29). WTOL-TV is CBS affiliate on ch. 11 with 316 kw visual, 38 kw aural and antenna 1,000 feet above average terrain. WFIE-TV is NBC affiliate on ch. 14 with 2208 kw visual 56.2 kw aural and antenna 1,022 feet above average terrain. KAIT-TV is ABC affiliate on ch. 8 with 316 kw visual, 47.9 kw aural and antenna 1,750 feet.

KRLD(AM) Dallas □ Sold by Command Communications to CF Media for $65 million plus stock options. Price includes KODA(FM) Houston and KJQY(FM) San Diego; price of Houston and San Diego stations was previously announced at $45 million. Sale also includes the Texas State Networks, group of regional and national radio networks. CF Media was created through consolidation of some radio properties of Robert F.X. Sillerman (BROADCASTING, March 23). **Seller** is headed by Carl Brazell. **Buyer** is headed by Sillerman, who has minority investment in Command Communications. Stations merged to form CF Media are KODA (FM) Houston, KJQY(FM) San Diego, KKCW(FM) Portland, Ore., WSIX-FM Nashville, WJDS(AM)-WMSI(FM) Jackson, Miss., and WSSL-AM-FM Greenville-Spartanburg, S.C. KRLD is 50 kw fulltimer with news, sports format on 1080 khz.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$0** □ **0**

FM's □ **$6,891,005** □ **4**

AM-FM's □ **$10,400,000** □ **3**

TV's □ **$66,350,000** □ **4**

Total □ **$83,641,005** □ **11**

1992 to Date:

AM's □ **$128,522,015** □ **103**

FM's □ **$139,287,548** □ **119**

AM-FM's □ **$182,484,805** □ **81**

TV's □ **$1,180,666,620** □ **37**

Total □ **$1,630,960,988** □ **339**

For 1991 total see Jan. 27, 1992 BROADCASTING.

WVRI(FM) Orlando, Fla. (Capitol Broadcasting); WPRD(AM)-WMGF(FM) Orlando and WFYV(AM) Jacksonville, both Florida (Metroplex Communications), and WAIA(FM) Jacksonville, Fla. (Rowland First City Radio Inc.) □ Sold to Paxson Enterprises Inc. for approximately $17 million ("In Brief," June 29). Capitol Broadcasting is headed by James F. Goodmon, and is licensee of one AM, three FM's and two TV's. Metroplex is headed by Norman Wain and Robert Weiss. Rowland First City Radio Inc. is headed by Marshall W. Rowland Sr., and owns four FM's. Paxson Enterprises is headed by Lowell (Bud) Paxson, and owns three AM's and four FM's. WVRI has AC format on 101.1 mhz with 100 kw and antenna 1,598 feet above average terrain. WPRD has news format on 1440 khz with 5 kw day and 1 kw night. WMGF has AC format on 107.7 mhz with 100 kw and antenna 1,584 feet. WFYV has AOR format on 1460 khz with 5 kw. WAIA has classic rock format on 93.3 mhz with 50 kw and antenna 462 feet. *Brokers: Blackburn & Co. and Media Venture Partners.*

WHKE(TV) Kenosha, Wis. □ Sold by Le Sea Broadcasting Corp. to Lab Partners for $1.35 million. **Seller** is headed by Peter Sumrall (vice president), and is also licensee of WHME-FM-TV South Bend and WHMB(TV) Indianapolis, both Indiana; KWHB(TV) Tulsa, Okla.; KWHD(TV) Castle Rock, Colo., and KWHE(TV) Honolulu and KWHA(TV) Hilo, both Hawaii. It also has interests in two LPTV's. Certain principals of assignor also have interests in buyer. **Buyer** is headed by managing partner Dewayne Adamson, and has no other broadcast interests. WHKE is independent on ch. 55 with 750 kw visual, 75 kw aural and antenna 500 feet above average terrain.

CLOSED!

KSSS-AM/KVUU-FM,
Colorado Springs, Colorado
from Radio Ventures
to Dick Broadcasting
Company for $1,210,000.

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Heinz Bauer, and has no other broadcast interests. **Buyer** is headed by Terry Lee Trunzo, who is general manager of WCOO(FM) Immokalee, FL. Action June 15.

■ **WDCY(AM) Douglasville, GA** (1520 khz; 2.5 kw-D)—Granted assignment of license from William C. Dunn to The Parris Group Inc. for $145,000. **Seller** has no other broadcast interests. **Buyer** is headed by Kenneth O. Parris, and has no other broadcast interests. Action June 15.

■ **WCAZ-AM-FM Carthage, IL** (990 khz; 1 kw-D, 9 w-N; FM: 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Bryan Broadcasting Inc. to Reality Plus Corp. for $850,000. **Seller** is headed by Dan C. Bryan, and has no other broadcast interests. **Buyer** is headed by John P. Jamison (60%), and has no other broadcast interests. Action June 22.

■ **WEWZ(FM) Elwood, IN** (101.7 mhz; 3 kw; ant. 141 ft.)—Granted assignment of license from Joel Schneider Broadcasting Inc. to Phoenix Broadcasting Corp. for $80,000. **Seller** is headed by Jol Schneider, and has no other broadcast interests. **Buyer** is La Mar E. Hughes, and has no other broadcast interests. Action June 17.

■ **WKVG(AM) Jenkins, KY** (1000 khz; 1 kw-D)—Granted assignment of license from Kincraft Industries to Martins & Associates Inc. for $40,000. **Seller** is headed by general partners James W. Craft and Anna C. Kincer, and is licensee of WIFX-FM Jenkins, KY. **Buyer** is headed by Jerry A. Martin, and has no other broadcast interests. Action June 15.

■ **WRNO-FM New Orleans** (99.5 mhz; 100 kw; ant. 1,049 ft.)—Granted transfer of control from Gulf South Broadcasters Inc. to Radio WRNO-FM Inc. for $770,000. **Seller** is headed by Joseph M. Costello III, who controls international station WRNO Worldwide. Costello also owns stock of licensee of KXOR(FM) Thibodaux, to be transferred to him prior to consummation of WRNO-FM. He also has interests in KKAY-AM-FM Whitecastle-Donaldsonville, LA. **Buyer** is headed by Thomas R. Galloway Sr., 100% owner of licensees of KPEL(AM)-KTDY(FM) Lafayette and WGMB(TV) Baton Rouge, both Louisiana; KEZA(FM) Fayetteville, AR, and KPEJ(TV) Odessa, KWKT(TV) Waco and KVEO(TV) Brownsville, all Texas. Action June 16.

■ **WBME(AM) Belfast, ME** (1230 khz; 1 kw-D, 250 w-N)—Dismissed app. of assignment of license from Marine Broadcasting Co. to Harvest Broadcasting of Maine Inc. for $5,000. **Seller** is headed by Douglas L. Brown, and has no other broadcast interests. **Buyer** is headed by William Wittik, and has no other broadcast interests. Actiom May 14.

■ **WCVX(TV) Vineyard Haven (Providence-New Bedford), MA** (ch. 58; 1,191 kw-V; 119.1 kw-A; ant. 470 ft.)—Granted assignment of license from Cape Cod Television Inc. to Cape Television Inc. for $826,000. Station, which is not on air, is asset of subsidiary of receiver Sentry Savings Bank, Massachusetts, and is being sold by Resolution Trust Corp. **Buyer** is headed by Paul P. Flynn, and has no other broadcast interests. Action June 16.

■ **WHGR(AM)-WUPS(FM) Houghton Lake, MI** (1290 khz; 5 w-U; FM: 98.5 mhz; 100 kw; ant. 480 ft.)—Granted transfer of control from licensee Northlands Communications Inc. to Melling Tool Company, auto parts manufacturer, for no cash consideration; Harry Melling, 100% stockholder of licensee and owner of transferee, is transferring his shares for estate planning, tax and other purposes. John M. Salov, president of licensee, has application of CP for new FM at Hudson, MI. Gary B. Mallernee, director, has 75.6% interest in licensee of WTVB(AM)-WNWN(FM) Coldwater and WHEZ-(AM) Portage, both Michigan. Action June 10.

■ **KQAQ(AM) Austin, MN** (970 khz; 5 kw-D; 500 w-N)—Granted assignment of license from S & D Broadcasting Co. to Robert E. Ingstad and Janice M. Ingstad for $160,000. **Seller** is headed by James W. Hall, and has interests in KHAK-AM-FM Cedar Rapids, IA. Vice president Darrell Solbey has interests in WNNO-AM-FM Wisconsin Dells, WI. Chairman Larry W. Edwards has interests in WMT-AM-FM Cedar Rapids, IA. **Buyer**, Robert Ingstad, has interests in KGFX-AM-FM Pierre, SD; KBUF(AM)-KKJQ(FM) Garden City, KS; KKOA(AM)-KKPR(FM) Kearney, NE; KQPR-FM Albert Lea, KDHL(AM)-KQCL(FM) Faribault and KWMB(AM) Wabasha, all Minnesota, and permittee of KQLW(FM) Wabasha KVNG(FM) Spring Valley and KLZZ(FM) Deer River, all Minnesota. Action June 12.

■ **KYRO(AM) Potosi, MO** (1280 khz; 500 w-D)—Granted assignment of license from Mid Central Broadcasting Co. Inc. to James T. Porter for $100,000. **Seller** is headed by James W. Crismon, and has no other broadcast interests. **Buyer** has no other broadcast interests. Action June 17.

■ **KIXR(FM) Ponca City, OK** (100.1 mhz; 3 kw; ant. 299 ft.)—Returned app. of transfer of control within licensee Kix Communications Inc. for $250,000. **Seller** is Frank Chappell, selling 51% to **Buyer** Bill Burns. Principals have no other broadcast interests. Action Feb. 27.

■ **KYKR(FM) Beaumont, TX** (95.1 mhz; 100 kw; ant. 500 ft.)—Dismissed app. of assignment of license from Triplex Communications Inc. to Gulfstar Broadcasting for $425,000 ("Changing Hands," May 4). **Seller** is headed by Charles P. Frischmann, and has no other broadcast interests. **Buyer** is headed by R. Steven Hicks, and is licensee of KLVI(AM)-KYKR(FM) Beaumont, TX. Hicks also has interests in licensee of KVET-FM Austin, TX. He also owns Capstar Inc., ultimate licensee of WJDS(AM)-WMSI(FM) Jackson, MS, WSSL-AM-FM Greenville, SC, WSIX-FM Nashville. Capstar is part of merger forming CF Media, consolidation of broadcast interest of Robert F.X. Sillerman (see BROADCASTING, March 23). Action June 15.

■ **KNGV(FM) Kingsville, TX** (92.7 mhz; 3 kw; ant. 210 ft.)—Granted assignment of license from Bruton Broadcast Communications Inc. to Kingsville Radio Co. Inc.; **Seller** defaulted on payment to Kingsville Radio Co. for principal amount of $425,000. Bruton is also selling KDSI(AM)-KQNN(FM) Alice, TX (see above). **Seller** is headed by Robert R. Bruton, and has no other broadcast interests. **Buyer** is headed by Michelle S. Martin. Her father, George W. Marti, is purchasing KDSI(AM)-KQNN(FM) Alice, TX, from assignor. Action June 15.

■ **KXGM(FM) Muenster, TX** (106.5 mhz; 6 kw; ant. 328 ft.)—Granted transfer of control of licensee Gain-Air Inc. for $10,000. **Seller** is Robert H. Wurst, transferring 41% interest. **Buyer** is Charley Henderson, who will own 90%. Principals have no other broadcast interests. Action June 12.

■ **KAMV(FM) Victoria, TX** (92.3 mhz; 3 kw; ant. 298 ft.)—Granted assignment of license from Bennet Broadcasting Inc. to Ellis Broadcasting for $90,000. **Seller** is headed by Dudley McDougal, who has 90% in licensee of KNAL(AM) Victoria, TX. **Buyer** is headed by John E. Ellis, and has no other

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,978	231	5,209
Commercial FM	4,662	989	5,651
Educational FM	1,537	310	1,847
Total Radio	**11,177**	**1,530**	**12,707**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	167	747
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**195**	**1,692**
VHF LPTV	457	146	603
UHF LPTV	786	831	1,617
Total LPTV	**1,243**	**977**	**2,220**
FM translators	1,897	367	2,264
VHF translators	2,505	74	2,579
UHF translators	2,360	392	2,752

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

In Brief

Among several **amendments approved in the Senate's aid package** for countries of the former Soviet Union and Eastern Europe (S. 2532) passed last Thursday (July 2) was a **plan to use telecommunications technologies to transmit instructional programing** to those countries.

Media broker Gary Stevens, as receiver and broker for GMX Corp., **sold GMX's remaining stations.** WHNK(AM)-WRLT-FM Nashville was sold to a group led by the stations' general manager Ned Horton for $505,000, and KLCL(AM)-KHLA(FM) Lake Charles, La., and WNAU(AM)-WWKZ(FM) Tupelo, Miss., were sold to Radio South Inc., headed by Houston L. Pearce, former NAB board member, for $1.2 million.

Production has begun on the sixth season of *Star Trek: The Next Generation,* with the shift of some top production executives. The series,

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 21. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	11.7/228/99
2.	Jeopardy!	10.2/217/98
3.	Star Trek	9.7/242/98
4.	Oprah Winfrey Show	9.1/231/99
5.	Entertainment Tonight	7.1/191/96
6.	Married...With Children	6.8/175/92
7.	Cosby Show	6.3/203/97
7.	A Current Affair	6.3/175/94
9.	Donahue	5.8/230/99
9.	Inside Edition	5.8/140/90
11.	Wheel Of Fortune-wknd	5.7/189/93
12.	WKRP In Cincinnati	5.2/236/98
13.	Sally Jessy Raphael	5.0/210/98
14.	Hard Copy	4.8/175/92
15.	Love Connection	4.6/191/93

which is produced by Paramount Network Television for syndication by Paramount Domestic Television, continues under the supervision of executive producers Rick Berman and Michael Piller. However, David Livingston will move from producer to supervising producer, and former supervising producer Jeri Taylor will serve as co-executive producer. Frank Abatemarco, whose credits include former ABC series *Equal Justice* and *Mission Impossible*, joins as supervising producer. Berman and Piller will also be serving as executive producers of the January 1993 companion piece *Star Trek: Deep Space Nine* (see page 29), with production of 18 episodes set to begin in late August.

CABLE REREG BILL STATUS REPORT

Action on the House floor this week on the cable reregulation bill (H.R. 4850) is considered highly unlikely, despite making advances in the legislative process last week. A vote is expected soon after the recess for the Democratic National Convention (July 13-17).

The committee report on the bill was filed last Monday (June 29), only seven legislative days after being passed by the Energy and Commerce Committee (BROADCASTING, June 22). At the same time, Commerce Chairman John Dingell (D-Mich.) wrote to the House Rules Committee to request "a hearing at the earliest practicable date" to consider rules for offering amendments during the floor debate. No date for the hearing had been set at deadline last week, but it was anticipated that it could be held by this week. (The House will meet only two days during this post-holiday, pre-convention week.)

Dingell requested a "restrictive rule, with any amendment to the bill provided for review by the Rules Committee in advance of consideration." If the Rules Committee grants that ruling, it could make it more difficult for an amendment from another committee—such as Copyright Subcommittee Chairman William Hughes's (D-N.J.) cable compulsory license repeal bill (H.R. 4511)—to be amended to H.R. 4850.

A Judiciary markup on H.R. 4511 this week is also a strong possibility. Judiciary is expected to press to have H.R. 4511 amended to the cable bill rather than retransmission consent, which is supported by most Energy and Commerce members. —**MS**

The FCC has ruled that **independently produced "bona fide" news interview programs qualify for the equal opportunities exemption.** The decision was in response to a request by PBS, the Association of America's Public Television Stations and the Independent Television Service. They argued that the FCC's policy that restricts eligibility for the bona fide news interview exemption to programs produced by "licensees" and "networks" is based on a mistaken reading of the Communications Act.

The CBS Evening News instituted a policy last week that **presidential candidates appearing in the program be given soundbites of not less than 30 seconds;** soundbites shorter than that will not be allowed in any stories. A recent study by the Center for Media and Public Affairs found that soundbites this election season had dropped to an average of 7.3 seconds, compared with 9.8 seconds in the last campaign and 42.3 seconds in 1968.

Since Jay Leno took over the *The Tonight Show* five weeks ago, Twentieth Television's late-night dating show, ***Studs,* has gained metered market ratings** at the apparent expense of Paramount Domestic Television's *The Arsenio Hall Show*. During the five-week (NSI, May 25-June

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JUL 13

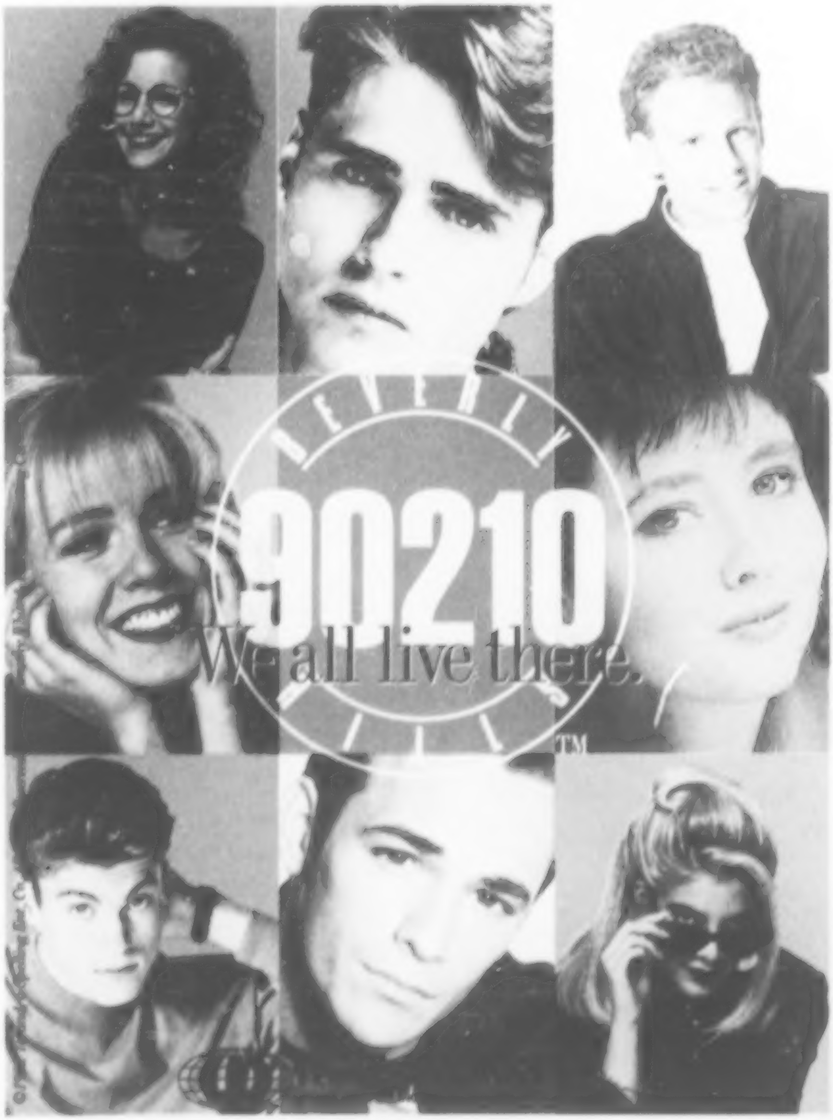
Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ THE DEMOCRATIC CONVENTION: BIG THREE VOTE FOR LESS / 4

❑ CABLE MEETS THE PRESS IN LOS ANGELES / 22

❑ ANNUAL FIFTH ESTATE SALARY SURVEY / 40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SPECIAL REPORT
NETWORK RADIO

GORE AS VP: BAD NEWS FOR CABLE?

By Randy Sukow

Television industry executives last week were musing over the possible influence Senator Albert Gore (D-Tenn.), the man to be nominated as Bill Clinton's vice presidential running mate, could have on a Clinton administration communications policy. Gore's extensive record as a member of the Senate Communications Subcommittee suggests that if cable reregulation legislation (H.R. 4850/S. 12) does not pass in 1992, a Clinton victory might give cable's congressional foes confidence in 1993.

"From Clinton's perspective, [Gore] makes a lot of sense. He's young, smart and knows what it is to be in a presidential campaign," says Jim Mooney, president, National Cable Television Association. "I also humbly suspect he will shortly come to have bigger things on his mind than us."

Cable has often been on Gore's mind. He was a force behind the passage of S. 12 last January, especially the bill's program-access provision, which would force cable program services owned by cable system operators to deal with alternative media, such as wireless cable, home satellite services and, perhaps one day, telco-owned cable systems. ■

This Week

SHRINKING CONVENTIONS / 4

The big-three broadcast networks plan a total of 14½ hours of Democratic Convention coverage this week, half of what they carried in 1988.

SCI-FI STAMPEDE / 17

Warner Bros. will join Paramount in the science-fiction syndication market next season with *Time Trax* and *Babylon 5*, which will be distributed through the Television Consortium of independent stations.

CABLE PRESS TOUR / 22

Cable networks unveiled highlights of their fall slates at the Television Critics Association press tour last week. Among the highlights: Nick at Nite has acquired the rights to over 650 hours of MTM series programing, including *The Mary Tyler Moore Show*, which debuts in September.

RADIO RATINGS SUMMIT / 25

The NAB is putting together an all-industry summit to address complaints about the accuracy of current audience measurements. Arbitron says one proposed solution—increasing sample sizes—is too expensive.

Babylon 5, ***one of two sci-fi syndication entries from Warner Bros. for next season (p. 17).***

SPECIAL REPORT: NETWORK RADIO / 27

After a year's delay, the recession has hit network radio hard in 1992, knocking revenue down 13% so far this year.

AD LIMIT MEA CULPAS / 38

TV stations and cable systems cited by the FCC for exceeding ad limits during children's programing argued, in responses filed last week, that inadvertent oversight and confusion as to what constitutes a commercial spot were the culprits behind their transgressions.

TOP DOLLARS / 40

Disney's Michael Eisner, TCI's Bob Magness and Time Warner's Steven Ross headed the list of Fifth Estaters in terms of cash compensation for 1991. BROADCASTING's annual compilation shows that, while a few executives took pay cuts last year, most received raises.

DEREG AROUND THE WORLD / 43

In a BROADCASTING interview, Ambassador Bradley Holmes, telecommunications adviser to the secretary of state, extols the deregulatory efforts taking place in the telecommunications field around the world.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week ■ Jun 29-Jul 5

	ABC	CBS	NBC	FOX
MONDAY	9.4/17	10.1/18	13.9/24	4.9/9
8:00	38. FBI: Untold Str 8.8/17	36. Evening Shade 9.0/18	17. Fresh Prince 10.7/21	
8:30	28. Amer Detective 9.6/18	21. Major Dad 9.9/18	2. NBC Monday Night Movie—Return of the Jedi 14.5/25	
9:00	45. MacGyver 8.0/14	8. Murphy Brown 12.2/21		
9:30		21. Grapevine 9.9/17		
10:00	13. Peter Jennings Reporting 11.1/19	26. Northern Exposure 9.7/17		
10:30				
TUESDAY	13.2/24	8.8/16	6.0/11	NO PROGRAMING
8:00	9. Full House 12.0/24	21. Rescue: 911 9.9/19	74. Mann & Machine 5.3/10	
8:30	5. Home Improvmt 13.8/26			
9:00	1. Roseanne 16.1/29	44. CBS Tuesday Movie—Crossing to Freedom 8.2/15	66. Quantum Leap 5.8/10	
9:30	3. Coach 14.4/25			
10:00	11. Jack's Place 11.3/20		57. Dateline NBC 6.9/12	
10:30				
WEDNESDAY	7.9/15	10.1/19	9.3/18	NO PROGRAMING
8:00	43. Wonder Years 8.3/17	56. Howie* 7.2/15	11. Unsolved Mysteries 11.3/23	
8:30	47. Growing Pains 7.8/15	61. Davis Rules 6.5/13		
9:00	41. Doogie Howser 8.4/16	19. Raven 10.4/19	24. Seinfeld 9.8/18	
9:30	31. Who's the Boss? 9.3/17		47. Night Court 7.8/14	
10:00	59. Civil Wars 6.7/13	6. 48 Hours 13.0/24	47. Quantum Leap 7.8/15	
10:30				
THURSDAY	8.2/16	9.7/19	9.2/18	7.2/14
8:00	63. ABC Movie Special—The Sting II 6.1/12	36. Top Cops 9.0/19	52. A Diffrnt World 7.7/17	41. Simpsons 8.4/18
8:30		33. Moment of Truth 9.2/19	30. Cosby 9.4/20	59. Michael Jackson 6.7/14
9:00		20. Street Stories 10.3/20	10. Cheers 11.4/22	58. Beverly Hills 90210 6.8/13
9:30			14. Wings 11.0/21	
10:00	7. Primetime Live 12.4/23	24. Bodies of Evidence 9.8/18	52. L.A. Law 7.7/15	
10:30				
FRIDAY	9.1/21	6.4/15	5.1/12	5.1/11
8:00	33. Family Matters 9.2/22	84. H'wood Game 4.4/10	83. Yesterday/Today 4.5/11	63. America's Most Wanted 6.1/14
8:30	40. Baby Talk 8.5/20	91. Say What? 3.8/9	86. Witches/Eastwick 4.2/10	
9:00	47. Dinosaurs 7.8/18	54. CBS Friday Movie—Love and Betrayal 7.6/17	71. Reasonable Doubts 5.4/12	79. Sightings 4.8/11
9:30	55. Up to No Good 7.3/16			92. Hidden Video 2 3.2/7
10:00	14. 20/20 11.0/24		69. Law and Order 5.6/12	
10:30				
SATURDAY	3.7/11	4.9/14	5.0/14	3.8/11
8:00	93. Billy 2.9/9	80. Celebrate the Spirit! 4.7/14	70. Golden Girls 5.5/17	88. Cops 4.0/12
8:30	94. Julie 2.7/8		80. Home Fires 4.7/14	78. Cops 2 4.9/14
9:00	94. Perfect Strang. 2.7/8		71. Empty Nest 5.4/15	90. Code 3 3.9/11
9:30	97. On the Air 2.3/7		71. Nurses 5.4/15	96. Vinnie & Bobby 2.5/7
10:00	66. The Commish 5.8/16	74. Visitors from the Unknown 5.3/15	82. Sisters 4.6/13	
10:30				
SUNDAY	8.5/17	11.7/23	6.8/13	6.3/12
7:00	76. Life Goes On 5.2/12	4. 60 Minutes 14.2/32	87. Voyage of Mystery 4.1/9	88. Bill & Ted 4.0/9
7:30				84. True Colors 4.4/10
8:00	29. Am Fun Hme Vid 9.5/19	14. Murder, She Wrote 11.0/22	66. In the Heat of the Night 5.8/11	47. In Living Color 7.8/16
8:30	31. Am Fun People 9.3/18			62. Rachel Gunn, R.N. 6.2/12
9:00	26. ABC Sunday Night Movie—Lady Killer 9.7/18	17. CBS Sunday Movie—Night Walk 10.7/20	39. NBC Sunday Night Movie—Follow Your Heart 8.7/16	33. Married w/Childn 9.2/17
9:30				46. Herman's Head 7.9/15
10:00				65. Down the Shore 6.0/11
10:30				77. Stand by Your Man 5.0/9
WEEK'S AVGS	8.6/17	8.9/18	7.9/16	5.7/12
SSN. TO DATE	11.6/20	12.8/22	11.8/20	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

mance reading of some of the Bible's most popular stories.

Disney Channel

The Disney Channel will debut *Disney's Young Musicians Symphony Orchestra* concert on Tuesday, Sept. 15, at 8-9 p.m. The program, featuring 65 pre-eminent young musicians, will feature composers John Williams and Henry Mancini. The channel will also premiere *The Ernest Green Story*, about a black high school student's experiences when he and a small group of other black youths entered Little Rock, Arkansas's Central High School in 1957. The Disney Channel also announced renewals for the *Mickey Mouse Club*, for its fifth year, *Avonlea*, for its fourth, and *Adventures in Wonderland*, which won a 1992 Emmy Award.

Nostalgia Television

Dr. Ruth Westheimer's *Dr. Ruth's Never Too Late*, an original half-hour talk show, will debut on Nostalgia Television Saturday, Aug. 15.

Nashville Network

Taped at the Grand Ole Opry, *Hats Off to Minnie: America Honors Minnie Pearl* airs on the Nashville Network Oct. 26 at 8-10:30. The music and comedy special features more than 100 performers. The show is hosted by Barbara Mandrell and features country music performers as well as actors like Burt Reynolds and Roseanne Barr, and greetings from President Bush and former president Ronald Reagan.

Showtime

On August 15 at 10 p.m., Showtime presents the *10th Annual Montreal Comedy Festival*, hosted by Lily Tomlin. The 11-day festival will be condensed into a two-hour special featuring highlights from the gathering, which attracts more than 250 comedy acts from around the world.

CNBC

CNBC announced that Phil Donahue and Russian political commentator Vladimir Pozner will team up this fall to co-host a live talk show slated for the channel's prime time lineup. The show, to focus on hot topics of the day, will rely heavily on phone-in participation from viewers. CNBC has not yet set a date.

Family Channel

The Family Channel, beginning in September, will strip the first three seasons (66 episodes) of the hour-long Warner Bros. series *Life Goes On*, which will continue to air on ABC with all-new episodes this fall. Family renewals include Alliance Communications' *The Adventures of the Black Stallion*, which has just begun production on its third season. ■

SECOND-QUARTER CABLE NETWORK RATINGS: 1992 VS. 1991

USA Network led the cable network ratings race for the second quarter of 1992, showing a 17% prime time ratings boost in a year-to-year comparison with the second quarter of last year. Among the strongest performing shows for the network continued to be its hour-long dramas, including the off-network run of *Murder, She Wrote*, which showed a 25% climb over last year in the Monday-Friday 8 p.m. time period. USA's Sunday night run of *Silk Stalkings* showed a 62% improvement in the time period over last year, when the network ran *Counterstrike* in the slot. The network also benefited from improved ratings for *USA's Tuesday Night Fights*, which were up 26%, and one less telecast per week of the struggling World League Football.

Among the other basic cable networks, Turner Broadcasting showed gains as high as 17% in households tuning in to CNN during prime time. The 24-hour news channel saw its prime time ratings climb from 0.8 to 1.0 and its household numbers grow from 498,000 to 584,000. Turner officials attributed the increase in part to coverage of the Los Angeles earthquake and growing interest in the 1992 presidential campaign.

Most other cable ratings showed slight growth for the second quarter (April-June) of 1992, although there were some declines in prime time. ■

	Prime Time				*Full Day*			
	2Q 1992		*2Q 1991*		*2Q 1992*		*2Q 1991*	
	Rating	*Households*	*Rating*	*Households*	*Rating*	*Households*	*Rating*	*Households*
USA	2.1	1,236,000	1.8	1,035,000	1.1	670,000	1.1	637,000
WTBS	2.0	1,165,000	1.8	1,047,000	1.2	715,000	1.2	708,000
TNT	2.0	1,127,000	1.9	1,042,000	1.0	544,000	0.9	496,000
ESPN	1.6	940,000	1.7	990,000	0.8	480,000	0.8	450,000
Lifetime	1.1	627,000	1.2	658,000	0.6	308,000	0.6	321,000
Nashville	1.1	595,000	1.2	630,000	0.5	294,000	0.5	287,000
Nickelodeon	—	—	—	—	1.0	591,000	1.0	573,000
CNN	1.0	584,000	0.8	498,000	0.6	345,000	0.5	322,000
Nick at Nite	1.0	574,000	1.0	551,000	0.7	402,000	0.6	347,000
Discovery	0.9	516,000	0.9	502,000	0.5	289,000	0.5	268,000
Family	0.9	483,000	0.7	404,000	0.6	336,000	0.6	319,000
A&E	0.7	392,000	0.7	359,000	0.4	228,000	0.4	215,000
MTV	0.6	341,000	0.6	332,000	0.5	264,000	0.5	277,000
Headline News	0.3	164,000	0.3	142,000	0.3	171,000	0.3	132,000
VH-1	0.3	153,000	0.3	128,000	0.2	97,000	0.2	85,000

Notes: Figures are network estimates. All data are supplied by an outside source based on Nielsen Media Research. Ratings are based on coverage area of each network, not entire television universe. USA's prime time is 7-11 p.m.; Family's is 7-10 p.m.; Discovery and TNN's full day is 9 a.m.-3 a.m.; Lifetime's and Family's is 7 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; Nickelodeon's is 6 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-6 a.m.

NETWORK RADIO

LEARNING HOW THE OTHER HALF LIVES

Unscathed among their ad-driven cohorts in 1991, networks down 13%; executives predict fourth-quarter turnaround; Westwood's Batusic says cost-cutting round is due

By Peter Viles

After emerging from 1991 relatively untouched by the advertising slump that hit most other ad-driven businesses, radio networks have spent the first half of 1992 learning how the other half lived.

And while network executives are outwardly confident that their industry will recover in the fourth quarter of this year, they are somewhat at a loss to explain the steep revenue drop-off they've suffered.

The network revenue declines this year—nearly 20% behind 1991's pace in April and May and nearly 13% percent behind 1991's pace for the first five months—come after network radio posted a 1.6% gain in 1991, easily outperforming the rest of the radio industry.

"It's unusual that we had such a good year last year," says Dick Silipigni, vice president, sales, CBS Radio Networks. "We were a bright spot in the broadcasting and advertising industry. And this year has been so difficult, it's hard to explain."

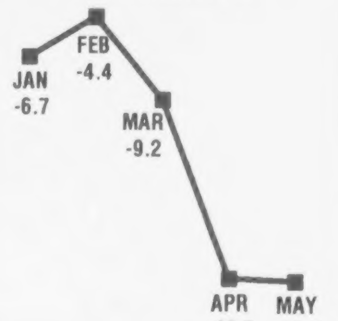
CBS, which alone among radio networks has high costs for professional sports rights, surprised the industry in June when it announced layoffs of nearly 15% of its staff. CBS, which spends $20 million per year for the rights to NFL and Major League Baseball games, said it was suffering from a glut of sports inventory and from a generally soft advertising market.

While no other network has hinted at widespread layoffs, it is clear that the revenue slump is industrywide.

"I think it's the economy—period," says Bud Heck, president of the Radio Network Association. "I don't think it has much to do with the Olympics or this being an election year. When you see what companies like General Motors have done recently—those kinds of companies are just holding their budgets tighter than normal."

THE FALLING DOLLARS...

Figures are % change from same month, previous year



NETWORK REVENUES 1992 vs. 1991 (In millions)

Month	*1991*	*1992*
January	$29.7	$27.7
February	$28.5	$27.3
March	$33.6	$30.5
April	$36.7	$29.6
May	$42.6	$34.2
June	$36.9	
July	$34.3	
August	$37.9	
September	$37.4	
October	$46.8	
November	$37.9	
December	$32.4	
TOTAL	$434.9	

Source: Radio Network Association.

Greg Batusic, president of Westwood One Networks' radio division, says he expects the network industry to rebound in the fourth quarter but still finish 1992 some 5% to 6% behind 1991 levels. As painful as that may be for the industry, Batusic says the networks are due for a round of cost-cutting because they had dodged much of the recession of the late 1980's and early 1990's.

"This would be the first down year since 1982," Batusic says. "Quite honestly, we've never had a recession. We're finally learning to deal with tough economic times, whereas the rest of the country's been doing it for years."

Several network executives stressed that, despite the advertising slump, the networks are well positioned for the future. Unlike television networks, they have not lost listeners to other media, and within the rapidly changing radio business there appears to be a steady demand for network programing, especially the 24-hour formats supplied by Unistar and ABC's Satellite Music Network.

"Clearly we're still a very large and viable medium, and we're just going through a transitionary period," says David Kantor, executive vice president, ABC Radio Networks, and president, SMN. "I see the future for network radio brighter than a lot of other mediums."

Says Westwood One's Batusic: "I don't feel good about the year, but I feel good about the near future of network radio.... Network radio's been here for 50 years. I don't think it's going to go away."

David Landau, Unistar Radio Network's president, sales, says he sees signs of a turnaround in the third and fourth quarters. Already, Landau says, there are bright spots in certain categories, including lodging, pharmaceuticals and some packaged goods.

There are many theories to explain

SO WHAT, EXACTLY, IS A RADIO NETWORK?

For the purposes of this special report, BROADCASTING focuses on the five radio networks that are measured in network radio's only audience survey, the biannual RADAR survey conducted by Statistical Research Inc.: ABC, CBS, Unistar, Westwood One and American Urban Radio Networks.

Statistical Research, in turn, relies on a four-part definition of a network: a programer that has continuity of programing; written, contractual agreements with its affiliates; the capability of an instant feed to all affiliates, and a clearance system so it can determine which affiliates carry which programing.

The RADAR-rated networks actually consist of several smaller networks, however. And there are countless other radio networks across the nation, ranging from state news networks to large program syndicators such as CD Media, EFM Media, MediaAmerica, MJI Broadcasting, Premiere Radio Networks and SJS Entertainment Corp., that are not rated in the RADAR report.

So what is a network and what isn't?

"Unfortunately, it's semantics," says Bud Heck, president of the Radio Network Association. "If you hook two or three stations together, that's a network."

The RNA's own definition of a network, intended to recognize only national networks and sell them to national advertisers, limits membership to programers that distribute to all 48 contiguous states, Heck says. That means ABC, CBS, Unistar and Westood One.

That also means that one of the most successful programs on national radio—EFM Media's *Rush Limbaugh* show, heard on nearly 500 stations every day—isn't on network radio.

"My definition of a network is a company that has the capability of in-house production, sales and marketing to an extensive group of radio stations," says Steve Lehman, president of Premiere Radio Networks. "By all other standards, excluding RADAR, Premiere is considered by advertisers as one of the top five networks in America." -PV

the current revenue drop-off. Network executives interviewed by BROADCASTING were divided as to whether the Olympics have drained advertising dollars away from other media. Although Westwood One has exclusive radio rights for live Olympics broadcasts, and reports that it has sold out its entire Olympics inventory, the vast majority of Olympics ad spending goes to television.

"What we experienced this year is that there were no exclusive dollars set aside for the Olympics," says one network sales executive. "So those dollars came out of regular budgets, and that has impacted all media."

The near-dormant auto industry has been another trouble spot for network radio, according to network executives.

Part of the problem radio networks face is the volatile nature of some national accounts. While network radio is a $430 million-per-year business, it represents one of the smallest slices of the $77 billion national advertising market, and the whims of two or three large advertisers can impact the entire industry.

For example, Gateway Educational Products, which sells "Hooked on Phonics," was a surprisingly large player in national radio advertising last year, spending an estimated $20 million. A company spokesman says Gateway will spend much less on radio this year, partly because of increased use of televised infomercials.

"That was a significant amount of money for radio last year," says CBS's Silipigni. "They're back this year, but at about half that level." ■

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Broadcasting

Business

EISNER, MAGNESS AND ROSS HIGHEST COMPENSATED

Annual survey shows salary, bonuses for many executives up despite lower profits

By Geoffrey Foisie and Sharon D.Moshavi

Michael Eisner is the lead earner in BROADCASTING's annual compilation of Fifth Estate cash compensation, receiving $5,441,543 in 1991. Disney's profit decline, however, pulled down his earnings from over $11.2 million the prior year. Lower profits resulted in more than a few pay cuts in fiscal 1991, although most media executives reported higher cash compensation.

Capital Cities/ABC, which reported a profit decline last year, paid its top executives less, whereas CBS, which recorded a large loss, gave increases. Larry Tisch brought in upwards of $1.4 million, compared with Dan Burke's $907,100; CBS/Broadcast Group President Howard Stringer earned $896,627, compared with ABC-TV Network President John Sias's compensation of $771,900.

Westwood One said its chairman, Norman Pattiz, continued to decline receiving a contractual 8% salary increase, and Granite Broadcasting Chairman Don Cornwell slashed his $210,000 base salary to $20,370 so the group owner could "remain in compliance" with a loan agreement.

TCI Chairman Bob Magness was second on BROADCASTING's list, bringing in $4,773,514. The bulk of that—$4.32 million—was earned as payment to forgo exercising the balance of a stock option to buy 300,000 shares of Class B Common Stock.

Time Warner's Steven J. Ross was the number-three earner, bringing in $4,064,000 in cash compensation, up almost 25% versus last year. Ross exercised none of his stock options this year. In 1990, his options totaled nearly $75 million, attracting scrutiny of himself and Time Warner.

In the chart below, "cash compensation" includes salaries and bonuses, but not the exercise of stock options, which typically allow an executive to purchase stock at a set price during a period of years. ■

Executive	*1991 Title*	*Cash Compensation*
Ackerley Communications		
Barry A. Ackerley	Chair/Pres/CEO	$475,000
Adelphia Communications		
John J. Rigas	Chair/CEO/Pres	$530,544
Daniel R. Milliard	VP/Sec/Gen Counsel	$159,536
Michael J. Rigas	VP Operations	$94,077
Timothy J. Rigas	Sen VP/CFO/Treas	$94,077
James R. Rigas	VP Operations	$94,077
A.H. Belo		
Robert W. Decherd	Chair/CEO	$524,000
Ward L. Huey Jr.	Vice Chair/Pres Broadcast	$371,200
David T. Lane	Sen VP Broadcast GM WFAA-TV	$265,000
All American Communications		
Anthony J. Scotti	CEO	$514,402
Myron Roth	Pres/COO	$439,310
Sydney D. Vinnedge	Sen VP/Pres TV Entertainment Group	$322,603
Ampex		
Thomas J. Wheeler	Pres Ampex Media	$310,000
George A. Merrick	Exec VP Ampex Systems	$290,000
Leslie E. Schenk	VP/CFO Ampex Systems	$241,000
Robert J. Atchison	Pres ARSC	$231,000
BET Holdings		
Robert L. Johnson	Chair/Pres/CEO	$535,427
James A. Ebron	VP Network Sales	$173,114
Jefferi K. Lee	VP Network Operations	$155,317
Burnup & Sims		
Nick A. Caporella	Chair/CEO/Pres	$900,000
Gerald W. Hartman	Sen VP	$270,288
Cablevision Systems		
Charles F. Dolan	Chair/CEO	$1,100,000
John Tatta	Pres	$950,000
James A. Kofalt	Exec VP/COO	$790,000
William J. Bell	Vice Chair	$750,000
Marc A. Lustgarten	Vice Chair	$730,000
Capital Cities/ABC		
Daniel B. Burke	Pres CEO/COO	$842,000
Thomas S. Murphy	Chair	$735,000
John B. Sias	Exec VP/Pres ABC TV Net	$729,200
Michael P. Mallardi	Sen VP/Pres Broadcast	$720,500
Ronald J. Doerfler	Sen VP/CFO	$714,000
CBS		
Laurence A. Tisch	Chair/Pres/CEO	$1,505,422
Howard Stringer	VP/Pres CBS Broadcast	$1,173,278
Peter A. Lund	Exec VP CBS Broadcast Pres CBS Marketing	$902,701
Jeffrey F. Sagansky	Pres CBS Entertainment	$751,134
Eric W. Ober	Pres CBS News	$625,004
Century Communications		
Leonard Tow	Chair/CEO/CFO	$3,488,542
Michael G. Harris	Sen VP Engineering	$437,916
Bernard P. Gallagher	Pres/COO	$354,417
Robert E. Morrison	Sen VP Operations	$295,000
Walter A. Kinash	VP Operations	$168,750
Clear Channel Communications		
L. Lowry Mays	Pres/CEO	$623,091
Cohu Inc.		
J.W. Barnes	Pres/CEO	$251,260
C.A. Schwan	VP Finance	$190,714
Comcast		
Ralph J. Roberts	Chair	$702,005
Julian A. Brodsky	Vice Chair	$461,497
Brian L. Roberts	Pres	$353,735
Thomas G. Baxter	Sen VP/Pres Cable	$304,724
Comsat Corp.		
Irving Goldstein	Chair/CEO/Pres	$816,160
Robert J. Wussler†	Pres/CEO Comsat Video Enterprises	$494,613
Bruce L. Crockett	Pres/COO/Pres World Systems Div	$411,347
Control Data Corp.		
Lawrence Perlman	Pres/CEO/CFO	$756,000
Anthony J. Aurichio	VP/Pres Arbitron	$343,757
dick clark productions		
Richard W. Clark	Chair/CEO	$900,000
Francis C. La Maina	Pres/COO	$450,000
Dun & Bradstreet		
Charles W. Moritz	Chair/CEO	$1,629,471
Robert E. Weissman	Pres/CEO	$1,112,596
John C. Holt	Exec VP Chair/Pres/CEO A.C. Nielsen	$669,733
Gannett		
John J. Curley	Chair/Pres/CEO	$2,136,261
Douglas H. McCorkindale	Vice Chair/CFO	$1,300,476
Cecil L. Walker	Pres Broadcasting	$514,160
Gaylord		
Edward L. Gaylord	Chair	$486,000
James R. Terrell	Exec VP	$463,330
General Electric		
John F. Welch Jr.	Chair/CEO	$3,206,982
General Instrument Corp.		
Donald H. Rumsfeld	Chair/Pres/CEO	$1,250,000
Harold M. Krisbergh	VP/Pres Jerrold Comm.	$335,939
Roger L. Heffernan	VP Manufacturing	$322,231

Continues on page 42

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WVUD-FM Kettering (Dayton), Ohio □ Sold by University of Dayton to Liggett Broadcast Inc. for $3.5 million. **Seller** has no other broadcast interests. **Buyer** is headed by Robert G. Liggett Jr. and James A. Jensen, and is also licensee of WRMK(FM) East Lansing, WLHT(FM) Grand Rapids, WHNN(FM) Bay City, WBCK(AM)-WBXX(FM) Battle Creek, all Michigan, and KMGG(FM) Santa Rosa, Calif. KZZF(FM) Hanford, Calif., is being sold. WVUD-FM has AC format on 99.9 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Blackburn & Company Inc.*

KEYF-AM-FM Spokane-Cheney, Wash. □ Sold by Unicom Broadcasting Inc. to Pourtales Holdings Inc. for $1.825 million. **Seller** is headed by Andrew Molasky, and is licensee of KEYV(FM) Las Vegas and KEYW(FM) Tri-Cities, Wash. **Buyer** is headed by C.T. Robinson, who has interests in KVOR(AM)-KSPZ(FM) Colorado Springs, and is acquiring KTCR(AM)-KOTY-FM Tri-Cities, Wash. Stations simulcast oldies format. KEYF(AM) is on 1050 khz with 5 kw day and 50 w night. KEYF-FM is on 101.1 mhz with 100 kw and antenna 1,966 feet. *Broker: Media Venture Partners.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ $866,000 □ 10

FM's □ $0 □ 0

AM-FM's □ $2,915,000 □ 3

TV's □ $505,000 □ 1

Total □ $4,286,000 □ 14

1992 to Date:

AM's □ $129,388,015 □ 113

FM's □ $139,287,548 □ 119

AM-FM's □ $185,399,805 □ 84

TV's □ $1,181,171,620 □ 38

Total □ $1,635,246,988 □ 354

For 1991 total see Jan. 27, 1992 BROADCASTING.

KKAM(AM)-KBOS(FM) Fresno, Calif. □ Sold by Richard C. Phalen Jr., receiver for Radio Fresno Inc., to Cen-Cal Broadcasting Inc. for $1.4 million cash. Phalen is also receiver for KIST-(AM)-KMGQ(FM) Santa Barbara, Calif. **Buyer** is headed by Stephen D. Miller and John W. Brocks. Miller is former general manager of stations. KKAM is fulltimer with oldies format on 1340 khz with 1 kw. KBOS has CHR format on 94.9 mhz with 16.4 kw and antenna 847 feet above average terrain. *Broker: Media Services Group.*

KLCL(AM)-KHLA(FM) Lake Charles, La., and WNAU(AM)-WWKZ(FM) Tupelo, Miss. □ Sold by Gary Stevens, receiver for GMX Corp., to Radio South Inc. for $1.2 million. **Seller** is media broker, who is also receiver for WHNK(AM)-WRLT-FM Nashville (see below). **Buyer** is headed by Houston L. Pearce, former NAB board member; he also has interests in WTSK(AM)-WTUG(FM) Tuscaloosa, Ala. *Broker: Gary Stevens & Co.*

WXGZ-TV Appleton (Green Bay), Wis. □ Sold by Appleton Midwestern Television Ltd. to Ace TV Inc. for $505,000 plus 85% of accounts receivable. Station is being sold out of bankruptcy. **Seller** is headed by Richard D. Ellenberg, bankruptcy trustee. **Buyer** is headed by Carl J. Martin, and controls licensee of WGBA(TV) Green Bay, WLAX(TV) La Crosse and WEUX(TV) Chippewa Falls, all Wisconsin. WXGZ-TV is Fox affiliate on ch. 32 with 1,070 kw visual, 107 kw aural and antenna 1,220 feet.

WHNK(AM)-WRLT-FM Nashville □ Sold by Gary Stevens, as receiver for GMX Corp., to Ned Horton for $505,000. **Seller** is media broker, and is also receiver for KLCL(AM)-KHLA(FM) Lake Charles, La. (see above). **Buyer** is former general manager of stations. WHNK, currently dark, is licensed to 1430 khz with 5 kw day and 1 kw night. WRLT-FM has progressive format on 100.1 mhz with 3 kw and antenna 1,134 feet above average terrain. *Broker: Gary Stevens & Co.*

For other proposed and approved sales see "For the Record," page 52.

CLOSED!

WINE-AM/WRKI-FM, Danbury, Connecticut from The Home News Company, owned by the Boyd Family, to Danbury Broadcasters, Inc., Gary Starr, Principal for $3,350,000.

Randall E. Jeffery
and
Charles E. Giddens
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COMPENSATION

Continued from page 40

Executive	*1991 Title*	*Cash Compensation*
Frank M. Drendel	Chair/Pres/CEO CommScope	$306,904
Richard S. Friedland	CFO/VP/Controller	$288,630

Gillett Holdings

Executive	*1991 Title*	*Cash Compensation*
George N. Gillett	Chair	$1,500,000*
Robert E. Selwyn	Pres Broadcasting	$75,000*

Granite Broadcasting

Executive	*1991 Title*	*Cash Compensation*
W. Don Cornwell	Chair/CEO	$20,730

Great American Communications

Executive	*1991 Title*	*Cash Compensation*
Gregory C. Thomas	Exec VP/CFO	$292,000
William T. Baumann	Exec VP	$262,000
Anita L. Wallgren	VP	$121,000

Harris Corp.

Executive	*1991 Title*	*Cash Compensation*
John T. Hartley	Chair/Pres/CEO	$868,817
G.W. Numann	Pres Communications Sector	$374,406

Heritage Media

Executive	*1991 Title*	*Cash Compensation*
David N. Walthall	Pres/CEO	$251,689
James J. Robinette	Exec VP/Pres TV Group	$210,798

Home Shopping Network

Executive	*1991 Title*	*Cash Compensation*
Roy M. Speer	Chair/CEO	$500,000

Infinity Broadcasting

Executive	*1991 Title*	*Cash Compensation*
Mel Karmazin	Pres/CEO	$750,000**

Itel

Executive	*1991 Title*	*Cash Compensation*
Samuel Zell	Chair/CEO	$1,100,000
Rod Dammeyer	Pres	$1,100,000

Jones Intercable

Executive	*1991 Title*	*Cash Compensation*
Glenn R. Jones	Chair/CEO	$1,038,460
James B. O'Brien	Pres	$250,004

King World Productions

Executive	*1991 Title*	*Cash Compensation*
Roger King	Chair	$2,036,000
Michael King	Pres/CEO	$2,036,000
Stephen W. Palley	Exec VP/COO	$780,000
Steven R. Hirsch	Pres Camelot Sales	$525,000
Jeffrey E. Epstein	CFO	$438,000

LIN Broadcasting

Executive	*1991 Title*	*Cash Compensation*
Gary R. Chapman	Pres LIN TV Group	$650,000

Media General

Executive	*1991 Title*	*Cash Compensation*
J. Stewart Bryan, III	Chair/Pres/CEO	$636,222
James S. Evans	Vice Chair	$553,680

Meredith

Executive	*1991 Title*	*Cash Compensation*
Philip A. Jones	Pres Broadcasting Group	$333,964

Multimedia

Executive	*1991 Title*	*Cash Compensation*
Walter E. Bartlett	Pres/CEO	$636,703
J. William Grimes	VP/Corporate Group Exec.	$403,486
Robert L. Turner	VP/Pres Entertainment	$316,728

Outlet Communications

Executive	*1991 Title*	*Cash Compensation*
James G. Babb	Chair/Pres/CEO	$223,553***

Paramount Communications

Executive	*1991 Title*	*Cash Compensation*
Martin S. Davis	Chair/CEO	$950,000
Stanley R. Jaffe	Pres/COO	$478,071

Pinelands

Executive	*1991 Title*	*Cash Compensation*
Lawrence P. Fraiberg	Chair/CEO	$490,385
Michael B. Alexander	Pres/COO	$367,789
Donna H. Zapata	Sen VP Sales, marketing	$219,615

Playboy

Executive	*1991 Title*	*Cash Compensation*
Christie Hefner	Chair/CEO	$422,049
Robert J. Friedman†	Sen VP/Pres Entertainment	$592,015

Pulitzer Publishing

Executive	*1991 Title*	*Cash Compensation*
Michael E. Pulitzer	Pres/CEO	$699,481
Joseph Pulitzer Jr.	Chair	$587,517
Ken J. Elkins	Sen VP Broadcasting	$388,698

QVC Networks

Executive	*1991 Title*	*Cash Compensation*
Joseph M. Segel	Chair/CEO	$307,500
Michael C. Boyd	Pres/COO	$247,238

Renaissance Communications

Executive	*1991 Title*	*Cash Compensation*
Michael Finkelstein	Pres/CEO	$582,290
Harvey Cohn	Exec VP/Pres-GM WDZL-TV	$249,174
Michael Fisher	Pres-GM KTXL-TV	$249,000
Rod Bacon	Pres-GM WTXX-TV	$249,000

Republic Pictures

Executive	*1991 Title*	*Cash Compensation*
Russell Goldsmith	Chair/CEO	$293,269

Scientific-Atlanta

Executive	*1991 Title*	*Cash Compensation*
William E. Johnson	Chair/CEO	$781,272
Raymond M. Hartnett	Sen VP/Treas	$360,601

Scripps Howard

Executive	*1991 Title*	*Cash Compensation*
Richard J. Janssen	Pres.	$372,000
Arnold Kliener	VP-GM WMAR-TV	$252,000
Thomas C. Griesdorn	VP-GM WXYZ-TV	$198,700
James H. Knight	VP-GM WEWS(TV)	$189,100

TCA Cable

Executive	*1991 Title*	*Cash Compensation*
Robert M. Rogers	Chair/CEO	$166,558
Fred R. Nichols	Pres/COO	$159,728

Tektronix

Executive	*1991 Title*	*Cash Compensation*
Jerome J. Meyer	Pres/CEO	$791,649
Lawrence R. Kaplan	VP TV Systems Group	$367,485

Tele-Communications Inc.

Executive	*1991 Title*	*Cash Compensation*
Bob Magness	Chair	$4,773,514
John Malone	Pres	$453,517
Stephen M. Brett	Sen VP/Gen Counsel	$571,885
Fried A. Vierra	Exec VP	$373,961
Donne F. Fisher	Exec VP	$352,949

Time Warner

Executive	*1991 Title*	*Cash Compensation*
Steven J. Ross	Chair/Co-CEO	$4,064,000
N.J. Nicholas Jr†	Pres/Co-CEO	$2,900,000
Gerald M. Levin	Vice Chair/COO	$2,800,000

Times Mirror

Executive	*1991 Title*	*Cash Compensation*
Robert F. Erburu	Chair/CEO	$909,414
David Laventhol	Pres	$619,476

Tribune

Executive	*1991 Title*	*Cash Compensation*
James C. Dowdle	Pres/CEO	$603,003

Turner Broadcasting

Executive	*1991 Title*	*Cash Compensation*
R.E. Turner	Chair/Pres	$1,003,372
Terence F. McGuirk	Exec VP	$818,792
W. Thomas Johnson	VP News	$539,936
Scott M. Sassa	VP Entertainment Networks	$477,915

United Television

Executive	*1991 Title*	*Cash Compensation*
Garth S. Lindsey	Exec VP/CFO	$182,000

Unitel Video

Executive	*1991 Title*	*Cash Compensation*
Herbert Bass	Co-CEO	$251,000
Alex Geisler	Co-CEO	$251,000
John Hoffman	Pres/COO	$178,000

Viacom

Executive	*1991 Title*	*Cash Compensation*
Frank J. Biondi Jr.	Pres/CEO	$1,735,151
John W. Goddard	Sen VP/Pres Cable	$1,182,228
Henry S. Schleiff	Sen VP/Chair Broadcast Entertainment	$1,150,000

The Walt Disney Co.

Executive	*1991 Title*	*Cash Compensation*
Michael D. Eisner	Chair/CEO	$5,441,543
Frank G. Wells	Pres/COO	$2,745,771

The Washington Post Co.

Executive	*1991 Title*	*Cash Compensation*
Howard Wall	Pres Cable Division	$441,375

Westinghouse

Executive	*1991 Title*	*Cash Compensation*
Burton B. Staniar	Chair Broadcasting	$354,996

Westwood One

Executive	*1991 Title*	*Cash Compensation*
Norman J. Pattiz	Chair/CEO	$570,000
Gregory P. Batusic	Exec VP Sales	$337,000
Robert K. Moore	Exec VP Radio Stations	$276,000

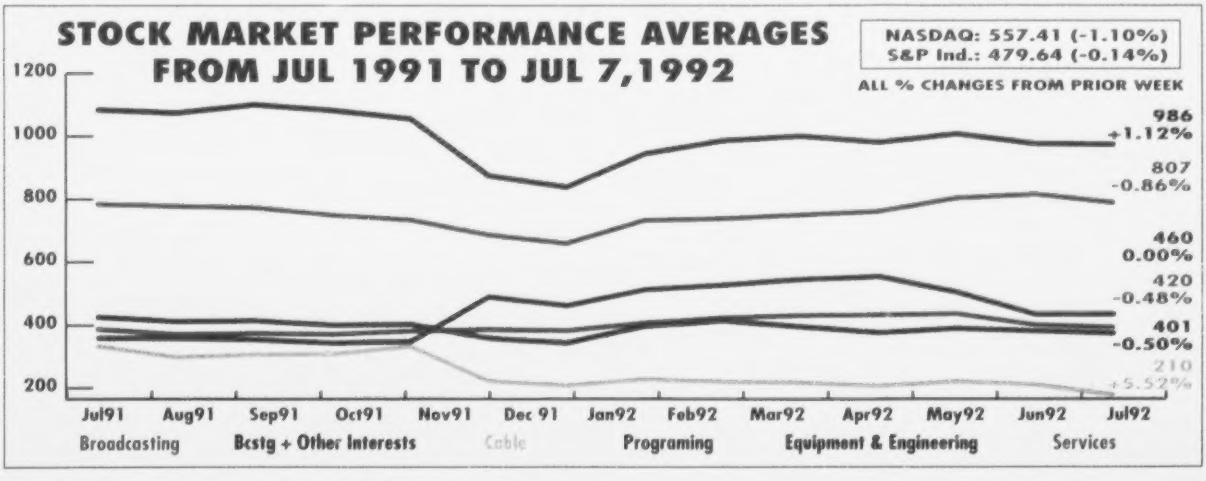
Zenith

Executive	*1991 Title*	*Cash Compensation*
Jerry K. Pearlman	Chair/CEO	$449,985
Gerald M. McCarthy	Sen VP	$204,750

† No longer with company.

* Received additional compensation as part of SCI Television management fee.

** Paid in form of stock warrants. *** Since May 1991.



STOCK MARKET PERFORMANCE AVERAGES FROM JUL 1991 TO JUL 7,1992

NASDAQ: 557.41 (-1.10%)
S&P Ind.: 479.64 (-0.14%)

ALL % CHANGES FROM PRIOR WEEK

■ ***WMEA-FM-TV Portland-Biddeford, ME** (FM: BALED920513KP; 90.1 mhz; 49 kw; ant. 1,920 ft.; TV: BALET920513KJ; ch. 26; 589 kw-V; ant. 800 ft.)—Granted assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCBB[TV] Augusta, ME, above). Action June 23.

■ ***WMEM-FM-TV Presque Isle, ME** (FM: BALED920513KS; 106.1 mhz; 100 kw; ant. 1,080 ft.; TV: BALET920513KM; ch. 10; 299 kw-V; ant. 1,090 ft.)—Granted assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCBB[TV] Augusta, ME, above). Action June 23.

■ ***WMEW(FM) Waterville, ME** (BALED920513KT; 91.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from University of Maine System to Maine Public Broadcasting Corp. for no cash consideration (see WCBB[TV] Augusta, ME, above). Action June 23.

■ **WEDE(AM) Eden, NC** (BAPL920515EA; 1130 khz; 1 kw-D)—Granted assignment of CP from Avery Communications Inc. to Newave Broadcasting for $45,000. **Seller** is headed by John C. Avery. **Buyer** is headed by John Corres, and has no other broadcast interests. Action June 24.

■ **WAGR(AM)-WJSK(FM) Lumberton, NC** (102.3 mhz; 3 kw; ant. 270 ft.)—Granted assignment of license from Southeastern Broadcasting Corp. to Messa Inc. for $400,000. **Seller** is headed by Albert Kahn, and has no other broadcast interests. **Buyer** is headed by R. L. Harrell, and has no other broadcast interests. Action June 24.

■ **KTBR(AM) Roseburg, OR** (BAL920511EF; 950 khz; 1 kw-D)—Granted assignment of license from Douglas Broadcasters Inc. to K-S Riggs Broadcasting Inc. for $280,000. **Seller** is headed by Elliot Motschenbacher, and has no other broadcast interests. **Buyer** is headed by Keith D. Riggs, and has no other broadcast interests. Action June 22.

■ **KPRB(AM)-KSJJ(FM) Redmond, OR** (BAL920512EA; 1240 khz; 1 kw-U; FM: BALH920512EB; 102.9 mhz; 2.25 kw; ant. 393 ft.)—Granted assignment of license from Redmond Broadcast Group Inc. to Stewart Broadcasting Inc. for $710,000. **Seller** is headed by Donald McCoun. **Buyer** is backed by Stewart-Hyams Family Trust (100%), headed by Sande R. Stewart, and has no other broadcast interests. Action Juhe 22.

■ **WGPA(AM) Bethlehem, PA** (BAL920413EB; 1100 khz; 250 w-D)—Granted assignment of license from Chadwick Broadcasting Co. to Timmer Broadcasting Co. for $100,000. **Seller** is headed by Henry G. Chadwick, and has no other broadcast interests. **Buyer** is headed by Joseph Timmer, and has no other broadcast interests. Action June 19.

■ **KDSI(AM)-KQNN(FM) Alice, TX** (AM: BAL920428EB; 1070 khz; 1 kw-U; FM: 92.1 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Bruton Broadcast Communications Inc. to Alice Radio Co. Inc.; **Seller** has defaulted on June 1991 note for principal amount of $425,000. Bruton Broadcast is also selling KNGV(FM) Kingsville, TX. **Seller** is headed by Robert R. Bruton, and has no other broadcast interests. **Buyer** is headed by George W. Marti, who has interests in licensee of KCLE(AM) Cleburne, KBAL(AM) San Saba, and is permittee of KCLW(FM) Glen Rose, all Texas. His daughter, Michelle Marti, is purchasing KNGV(FM) Kingsville, TX, from assignor. Action June 10.

■ **WZKT(AM) Waynesboro, VA** (BTC920408EC; 1490 khz; 1 kw-U)—Granted transfer of control of SlocuMedia Inc. to Leon P. Harris, et al., for $500. **Seller**, John G. Leake, trustee for estate of Scott Slocum, was appointed by bankruptcy court, and is selling 51.02% (50 shares). **Buyers** have no other broadcast interests. Action June 24.

■ **WZKT(AM) Waynesboro, VA** (BAL910408EA; 1490 khz; 1 kw-U)—Dismissed app. of assignment of license from Slocumedia Inc. to Tschudy Communications Corp. for no consideration (see WAKT-[AM], above). Tschudy Communications is headed by Earl Judy Jr. (100% voting stock), Robert S. Janney and Joyce M. Jenkins. Judy has 100% interest in WALI(AM)-WROG(FM) Cumberland, MD; WSKO(FM) Buffalo Gap, VA; WBRJ(AM)-WEYQ(FM) Marrietta, OH; WMQC(FM) Morgantown and WKOY(AM)-WKMY(FM) Bluefield-Princeton, both West Virginia; WCRO(AM) Johnstown, PA; 51% interest in WSVG(AM)-WSIG(FM) Mt. Jackson and 49% interest in WZKT(AM) Waynesboro, both Virginia. Action June 24.

■ **WJUB(AM) Plymouth, WI** (BTC920504EG; 1420 khz; 500 w-D)—Granted transfer of control licensee Jubilation Ministries Inc.; licensee, headed by William G. Kraemer, is increasing its board of directors. Action June 18

NEW STATIONS

Applications

■ **Gallatin, MO** (BPH920617MA)—Missouri Valley Broadcasting Inc. seeks 101.7 mhz; 15 kw; ant. 129 m. Address: Highway 65 North, P.O. Box 128, Marshall, MO 65340. Applicant is headed by Michael A. Phillips, and is licensee of WPHQ(FM) Bloomer and WMEQ-AM-FM Menomonie, both Wisconsin. Stockholder Marvin Luehrs has interests in KTTN-AM-FM Trenton, MO. Action June 17.

■ **Malta Bend, MO** (BPH920616MA)—Miles J. Carter seeks 97.5 mhz; 3.42 kw; ant. 268 m. Address: 802 E. 12th St., Carrollton, MO 64633. Appliant has no other broadcast interests. Filed June 16.

■ ***Olivebridge, NY** (BPED920618MB)—Christian Media Associates Inc. seeks 88.3 mhz; .1 kw; ant. 21 m. Address: Post Office Box 63; Rhinebeck, NY 12572. Applicant is headed by Dan Elmendorf, and is licensee of FM translator W202AJ. Filed June 18.

Actions

■ **Williams, AZ** (BPH900807MH)—Granted app. of Jana Tucker for 96.7 mhz; 1 kw; ant. 19 m. Address: P.O. Box 36717, Tucson, AZ 85740. Applicant and Ted Tucker own CP's for three FM's, and four FM translators and three LPTV's, all in Arizona. Action June 23.

■ **Thousand Palms, CA** (BPH910211MH)—Granted app. of Jeffrey Rochlis for 94.7 mhz; .51 kw; ant. 177 m. Address: 4344 Promenade Way, Marina Del Rey, CA 90292. Applicant has no other broadcast interests. Action June 23.

■ **Thousand Palms, CA** (BPH910207MC)—Dismissed app. of Douglas Johnson for 94.7 mhz; .55 kw; ant. 190 m. Address: 3101 Interlaken Rd., West Bloomfield, MI 48323. Applicant is general manager and has interest in WXON(TV) Detroit, and is permittee of new TV KNWS-TV Katy, TX. Action June 23.

■ **Thousand Palms, CA** (BPH910211MD)—Dismissed app. of Sam Idas for 94.7 mhz; 3 kw; ant. 89 m. Address: 1624 SE 12th Court, Fort Lauderdale, FL 33316. Applicant has no other broadcast interests. Action June 23.

■ **Springfield, MO** (BPED910910MB)—Granted app. of Lou Smith Ministries Inc. for 88.3 mhz; 12 kw; ant. 100 m. Address: 2711 Hwy. 62, Jeffersonville, IN 47130. Applicant is headed by Mary L. Smith, John W. Smith I and David B. Smith. Mary Smith and John Smith are 25% voting members of board of Brightness Ministries Inc., license of LPTV W05BE at Jeffersonville, IN, and holds CP's for W26AS Clarksville and W08CT New Albany, both Indiana, and W20AX Glasgow, KY. Mary Smith also

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,978	231	5,209
Commercial FM	4,662	989	5,651
Educational FM	1,537	310	1,847
Total Radio	**11,177**	**1,530**	**12,707**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	167	747
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**195**	**1,692**
VHF LPTV	457	146	603
UHF LPTV	786	831	1,617
Total LPTV	**1,243**	**977**	**2,220**
FM translators	1,897	367	2,264
VHF translators	2,505	74	2,579
UHF translators	2,360	392	2,752

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.

[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Source: Nielsen, NCTA and Broadcasting's own research.

In Brief

FIRST-RUN PUSH

Stepping up its effort in re-entering first-run syndication, Columbia Pictures Television Distribution has named Alan Perris to the newly-created position of senior VP, first-run programing, reporting to CPTD President Barry Thurston. Perris, who headed program development at Scripps Howard Productions since 1989, will oversee the creation, development and production of future CPTD first-run syndicated and cable programing.

Perris's most recent major syndicated development project at Scripps Howard is the ongoing test of *NightTalk with Jane Whitney*, which is being distributed by Warner Bros. Domestic Television. Perris also oversaw program development of several cable television features at Post-Newsweek Video from 1982-83.

Political advertisers spent a record $1 million on national spot cable television during the first six months of the election year, according to Cable Networks, Inc.

The Westwood One Companies last week reported a second-quarter loss of $4.8 million, or 32 cents per share, a slight improvement over its second-quarter 1991 loss of $4.1 million. For the six months ended May 31, Westwood One reported losses of $12.1 million, or 81 cents per share. Westwood One said the second-quarter losses resulted from a slump in network radio revenues and charges for "severance and termination associated with management changes." Westwood One President Bill Battison resigned during the second quarter. Westwood reported second-quarter revenues of $34.1 million, down from $36.4 million in the second quarter of 1991.

NSS POCKETPIECE

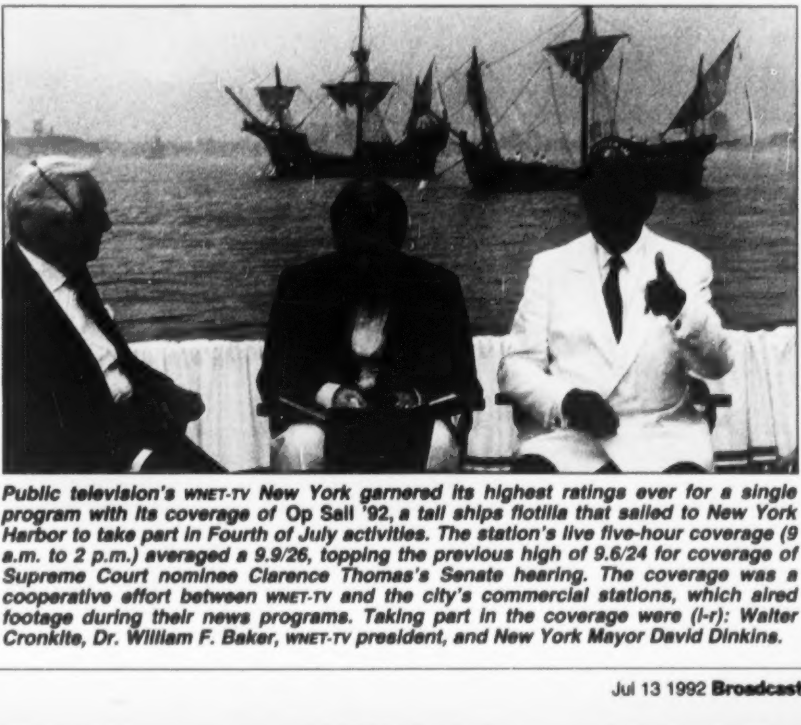
(Nielsen's top ranked syndicated shows for the week ending June 28. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	11.9/227/99
2.	Star Trek	11.8/246/99
3.	Jeopardy!	10.7/218/99
4.	Oprah Winfrey Show	9.7/231/99
5.	Married...With Children	7.6/176/95
6.	Entertainment Tonight	7.5/181/98
7.	A Current Affair	6.1/177/94
7.	Inside Edition	6.1/141/90
9.	Cosby Show	6.0/203/98
10.	Wheel Of Fortune-wknd	5.9/193/94
11.	Bridesmaids	5.7/100/86
12.	Donahue	5.5/226/99
13.	Hard Copy	5.1/176/92
14.	Disney: 60 Years of Magic	4.8/181/95
15.	Love Connection	4.7/192/93
15.	Magic II	4.7/167/92
15.	Sally Jessy Raphael	4.7/214/98
15.	WKRP In Cincinnati	4.7/226/96

Warner Bros. Domestic Television Distribution began a restructuring of its syndication sales division with the departure of five sales executives, moves that company officials insist are part of a consolidation of off-network and first-run sales forces throughout its Burbank headquarters and regional sales offices. Alicia O'Neill, VP of eastern division sales, first-run, currently on maternity leave, has resigned, and Steve Knowles, VP of first-run central division sales, is being reassigned to another area of the studio. Also departing: Mary Markarian, director of first-run central division sales; Jeff Brooks, vice president, director of off-network sales, and Jillian Lines, manager of southwestern sales.

Republic Pictures Domestic Television Distribution has cleared *All Nite Movie* in over 90 markets and 72% of the U.S. for its third year in syndication. The movie package comprises Republic Pictures film titles from its library of features produced by the independent studio from the 1930's to the 1960's.

MTM Entertainment has formed its own home video label as part of



Public television's WNET-TV New York garnered its highest ratings ever for a single program with its coverage of Op Sail '92, a tall ships flotilla that sailed to New York Harbor to take part in Fourth of July activities. The station's live five-hour coverage (9 a.m. to 2 p.m.) averaged a 9.9/26, topping the previous high of 9.6/24 for coverage of Supreme Court nominee Clarence Thomas's Senate hearing. The coverage was a cooperative effort between WNET-TV and the city's commercial stations, which aired footage during their news programs. Taking part in the coverage were (l-r): Walter Cronkite, Dr. William F. Baker, WNET-TV president, and New York Mayor David Dinkins.

C 1850-14

JUL 20

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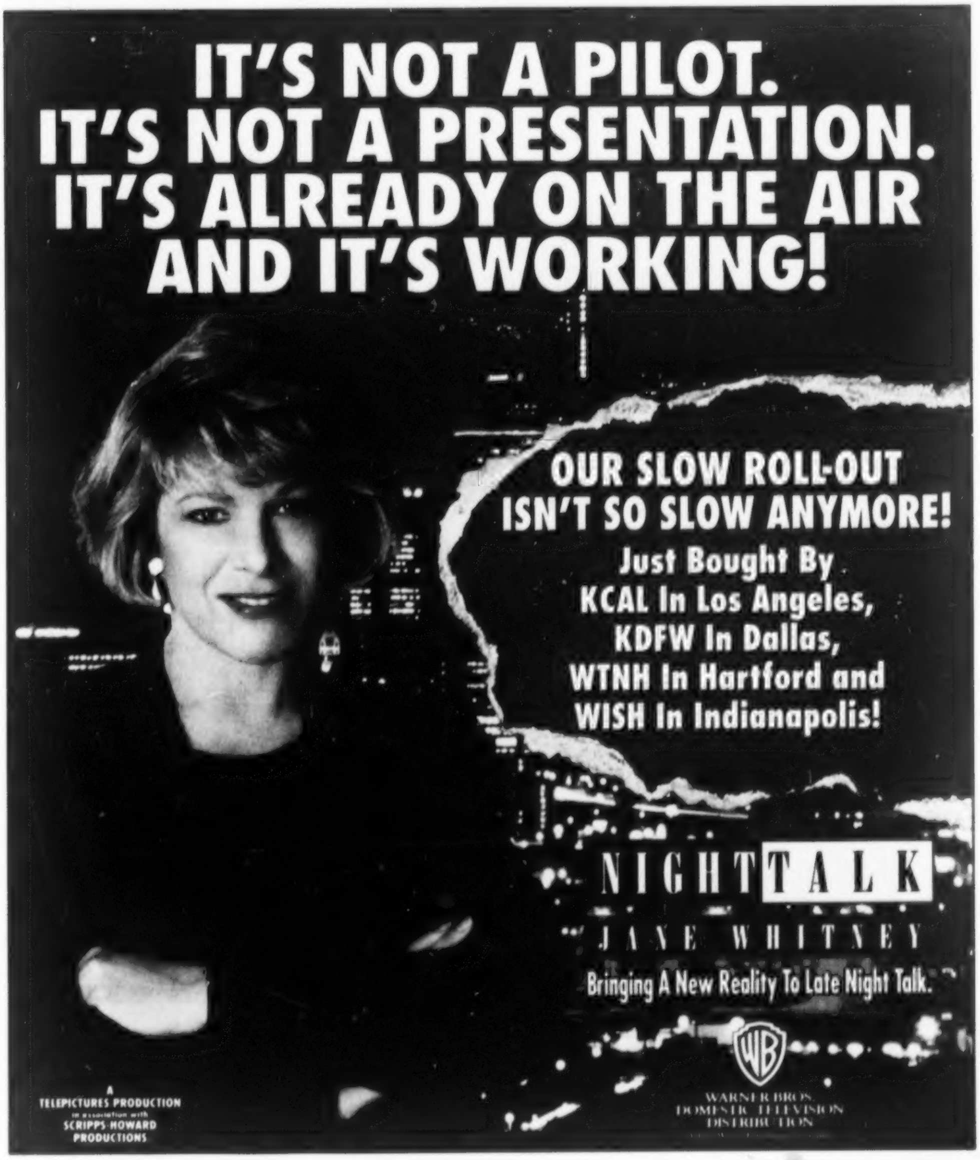
❑ TV MAKES THE MOST OF UNCONVENTIONAL COVERAGE / 4

❑ HERE'S JOHNNY, AGAIN...NBC ALSO SIGNS CARVEY, CANDY AND WINKLER / 15

❑ REP FIRM TO TRACK NATIONAL SPOT CABLE DOLLARS / 20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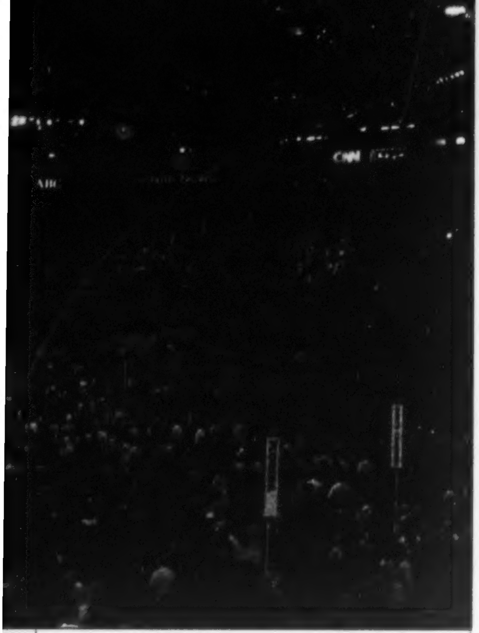


ditionally do news. Cable's Comedy Central reached 100,000 viewers (out of a potential audience of 25 million) with two hours of coverage each night, and MTV offered two-minute convention pieces. On NBC, *Tonight Show* host Jay Leno aired his show live last week so he could satirize each evening's events, and Texas governor and convention co-chair Ann Richards appeared on *Late Night with David Letterman*.

Despite the fact that only 200 local stations—down from 300 in 1988—sent staff to Madison Square Garden, the Democratic National Committee came to rely on local TV to carry its message. "You have to remember, it's a different media world," says Ginny Terzano, press secretary to DNC Chairman Ron Brown. "Our focus was not necessarily the networks. We had an aggressive strategy with local and independent stations to have them interview elected officials, congressmen, party officials, to get our message out through our satellite news service." The DNC doubled the size of its Convention Satellite News Service, which let stations conduct live interviews with politicians either on the convention floor or in studios in the Garden. The service, using two satellite paths, operated 14 hours a day and beamed about 100 interviews a day.

The Republicans have used a similar service since 1984, and the Democrats picked it up in 1988. "I think you're going to see more and more of this in convention coverage in the future," says Dennis Hayden, executive producer of the service. ■

This Week

FCC OK'S VIDEO DIALTONE / 3

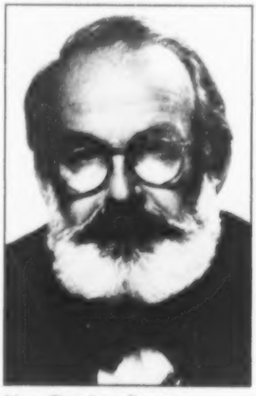
The FCC voted last week to let telephone companies transmit video for programer-customers on a common carrier basis without having to obtain municipal cable franchises.

CARSON'S BACK / 15

Johnny Carson has signed a multi-year deal to develop and star in original programing for NBC, attendees at the Television Critics Association press tour were told last week.

SAUTER JOINS FOX / 19

In a move that may provide a push for the company's efforts to expand its news presence, Fox Inc. Chairman Rupert Murdoch hired former CBS News President Van Gordon Sauter to head Fox News.



Van Gordon Sauter tapped to head Fox News (p. 19).

SPOT REPORT FOR CABLE / 20

In what it hopes will be the first in a series of quarterly reports, Cable Networks Inc. said revenues from spot cable hit $41.1 million for the first half of 1992, a 13% increase over the same period in 1991.

Battlestar Galactica will lead off Sci-Fi's prime time (p. 21).

SCI-FI SLATE / 21

USA Network's Sci-Fi Channel launches in September with a Monday-Friday prime time schedule of off-network programing and original shows on Sunday.

RADIO'S CONVENTION COURSE / 22

While television continued to cut back its national convention coverage, radio held steady compared with 1988, with most networks offering gavel-to-gavel feeds to their affiliates and stations sending a phalanx of correspondents.

CABLE SEEKS WAIVER REPEAL / 24

Cable groups have asked the FCC to rescind its waiver allowing GTE to participate with a local cable franchisee in providing video and information services. Complainants contend the services being offered through the waiver are not unique.

RHI IPO / 27

Long-form program production and distribution company RHI Entertainment hopes to raise $27 million by going public.

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Broadcasting's Ratings Week ■ Jul 6-12

	ABC	CBS	NBC	FOX
MONDAY	6.6/12	10.3/19	9.7/18	NO PROGRAMING
8:00	45. FBI: Untold Str 8.1/16	26. Evening Shade 9.6/19	20. Fresh Prince 9.9/20	
8:30	36. Amer Detective 8.9/17	29. Major Dad 9.5/18	36. Blossom 8.9/17	
9:00	76. Jim Thorpe Pro Sports Awards 5.7/10	6. Murphy Brown 12.8/24	20. NBC Monday Night Movie—Assault and Matrimony 9.9/18	
9:30		34. Grapevine 9.1/16		
10:00		18. Northern Exposure 10.4/19		
10:30				
TUESDAY	12.6/23	11.5/21	6.6/12	NO PROGRAMING
8:00	9. Full House 12.2/25	15. Rescue: 911 10.9/21	77. Mann & Machine 5.6/11	
8:30	3. Home Improvmt 14.8/28			
9:00	1. Roseanne 16.1/29	10. CBS Tuesday Movie—Bare Essentials 11.8/21	74. Quantum Leap 5.9/11	
9:30	5. Coach 13.4/24			
10:00	31. Jack's Place 9.4/17		41. Dateline NBC 8.4/15	
10:30				
WEDNESDAY	6.7/12	9.7/18	10.6/19	9.9/19
8:00	51. Wonder Years 7.8/15	72. Howie 6.2/12	7. Unsolved Mysteries 12.4/23	40. Simpsons 8.5/17
8:30	59. Growing Pains 7.0/13	79. Rescue: 911 5.4/10		19. Melrose Place* 10.3/19
9:00	71. Doogie Howser 6.3/11	35. Raven 9.0/16		
9:30	54. Who's the Boss? 7.4/13		22. Seinfeld 9.8/17	
10:00	75. Civil Wars 5.8/11	4. 48 Hours 14.4/27	42. Quantum Leap 8.3/15	
10:30				
THURSDAY	7.9/15	10.4/19	8.7/16	7.0/14
8:00	65. The Young Riders 6.6/13	26. Top Cops 9.6/19	45. A Diffrnt World 8.1/17	59. Simpsons 7.0/14
8:30			29. Cosby 9.5/19	82. Drexell's Class 5.1/10
9:00	84. Jumpin' Joe 4.8/9	15. Street Stories 10.9/20	12. Cheers 11.4/21	49. Beverly Hills 90210 8.0/15
9:30	87. Crow's Nest 4.5/8		31. Wings 9.4/17	
10:00	7. Primetime Live 12.4/22	17. Bodies of Evidence 10.6/19	61. L.A. Law 6.9/12	
10:30				
FRIDAY	9.7/20	7.3/15	7.5/16	5.2/11
8:00	26. Family Matters 9.6/22	88. H'wood Game 4.4/10	45. Matlock 8.1/18	68. America's Most Wanted 6.4/14
8:30	33. Step By Step 9.2/20	91. Say What? 3.9/8		
9:00	45. Dinosaurs 8.1/17	38. CBS Friday Movie—Big Business 8.8/18	58. Reasonable Doubts 7.1/15	83. Sightings 4.9/10
9:30	42. Perfect Strangers 8.3/17			96. Hidden Video 2 3.1/6
10:00	12. 20/20 11.4/23		55. Law and Order 7.3/15	
10:30				
SATURDAY	4.7/10	6.6/14	6.7/14	6.3/14
8:00	86. In a New Light 4.6/10	80. CBS Saturday Movie—Sometimes They Come Back 6.1/13	67. Golden Girls 6.5/15	65. Cops 6.6/16
8:30			77. Home Fires 5.6/13	51. Cops 2 7.8/18
9:00			55. Empty Nest 7.3/15	61. Code 3 6.9/15
9:30			44. Nurses 8.2/17	92. Vinnie & Bobby 3.8/8
10:00	84. All Star Fiesta at Ford's 4.8/10	53. Jake and the Fatman 7.6/16	68. Sisters 6.4/13	
10:30				
SUNDAY	7.7/14	12.4/23	7.5/14	5.8/11
7:00	80. Life Goes On 5.2/9	2. 60 Minutes 15.0/32	95. Against All Odds 3.4/7	94. Bill & Ted 3.6/8
7:30			92. Against All Odds 3.8/8	89. True Colors 4.2/9
8:00	25. Am Fun Hme Vid 9.7/19	14. Murder, She Wrote 11.3/21	63. In the Heat of the Night 6.7/13	57. In Living Color 7.2/14
8:30	22. Am Fun People 9.8/18			68. Rachel Gunn, R.N. 6.4/12
9:00	50. ABC Sunday Night Movie—Get Smart Again 7.9/14	11. CBS Sunday Movie—Runaway Father 11.7/21	22. NBC Sunday Night Movie—Cry in the Wild: The Taking of Peggy Ann 9.8/17	38. Married w/Childn 8.8/16
9:30				63. Down the Shore 6.7/12
10:00				80. Herman's Head 5.2/9
10:30				89. Stand by Your Man 4.2/8
WEEK'S AVGS	8.0/15	9.9/19	8.2/16	6.7/13
SSN. TO DATE	11.5/19	12.8/22	11.7/20	7.6/13

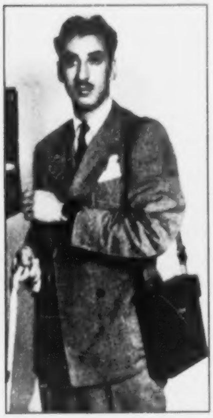
RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

ABC'S 'IRONMAN' TROUT COVERS 29TH CONVENTION

By Peter Viles

Calm, courtly and debonair, 82-year-old Robert Trout looked somewhat out of place amid the bustle and confusion that characterized the Democratic National Convention in New York last week.

But if anyone is comfortable covering an American political convention, it is Trout. Last week, working for ABC Radio Networks, he covered his 29th consecutive convention—a remarkable streak that dates back to 1936, covers Democrats and Republicans, and is probably unmatched in broadcasting history.


On the eve of his first convention in 1936, Trout demonstrates CBS's new "walking transmitter." The watch is a microphone, the binocular case holds an amplifier and modulator, and the cane serves as an antenna and frequency modulator. Batteries are housed in a money belt.

A 60-year veteran of network radio, Trout earned the nickname "The Iron Man of Radio" decades ago in recognition of his remarkable stamina and his cool, unruffled style of covering live events.

Trout's voice has been familiar to Americans since 1932, when he broke in with CBS radio in the days before the fledgling network even had a news department. It was Trout, in fact, who coined the phrase "fireside chats" to describe President Roosevelt's frequent radio speeches.

For ABC last week, Trout anchored live convention coverage from a skybox high above the convention podium in Madison Square Garden. A stylish, dapper man who lives in Madrid, Spain, Trout even trotted out a special convention uniform: the very same Brooks Brothers tweed sportscoat he wore while covering the 1936 Democratic convention.

In an interview with BROADCASTING, he reminisced about past conventions and talked about the way radio and television have changed the way parties stage their conventions.

Without a doubt, he said, the most memorable convention he covered was the 1940 GOP gathering, when Wendell Willkie stunned the party by coming from nowhere to win the nomination after several ballots.

"The conventions really used to be places where problems were worked out," he said. "There was dissension, and you had conflict and problems. Things were really worked out—they were a work place."

Trout said radio coverage changed the conventions first, turning them from obscure daytime debates into nationally broadcast nighttime dramas. Then the prying eye of television slowly pressured party leaders into staging carefully scripted, upbeat pageants of unity, he said.

Trout's assessment of the opening of the 1992 Democratic convention: "It was quite a show—slick and professional. The Democrats have certainly caught up to the Republicans in that regard." ■

STERN BOOSTS STATIONS IN NEW YORK, L.A.

It was good news and bad last week for Howard Stern. While production was halted on his syndicated TV show, Stern's morning radio show continued to draw new listeners in New York and Los Angeles.

In New York, Stern's top-rated morning show (8.3 share) helped WXRK(FM) New York vault from 6th place to 4th in the New York market in overall listenership, according to the spring 1992 Arbitron survey. WXRK's main competitor, WNEW(FM), dropped out of the New York top 10, falling from a 3.7 to a 3.1 share (total week, persons 12-plus), and from 10th place to 13th.

The New York survey showed WRKS(FM) and WLTW(FM) holding the top two spots. WCBS(FM), meanwhile, jumped two spots, from 5th to 3rd, as its share rose from 4.2 to 5.0.

In Los Angeles, Stern's share on KLSX(FM) rose from 3.8 in the winter book to 5.3 in the spring, and KLSX's total week share rose from 3.0 to 3.3, good for 12th in the Los Angeles market.

Adult contemporary KOST(FM) took back the L.A. market lead as its share rose from 4.8 to 5.0. KIIS(FM) was second at 4.5, followed by KABC(AM) and KLVE(FM), both at 4.4. —PV

New York Rankings

Station	*Format*	*Winter*	*Rank*	*Spring*	*Rank*
WRKS(FM)	**Urban**	**5.5**	**1**	**5.6**	**1**
WLTW(FM)	**Soft AC**	**5.4**	**2**	**5.2**	**2**
WCBS(FM)	**Oldies**	**4.2**	**5**	**5.0**	**3**
WXRK(FM)	**Classic rock**	**4.1**	**6**	**4.5**	**4**
WBLS(FM)	**Urban**	**4.9**	**3**	**4.3**	**5**
WHTZ(FM)	**CHR**	**3.6**	**11**	**4.0**	**6**
WMXV(FM)	**Mix/AC**	**4.3**	**4**	**3.8**	**7**
WINS(AM)	**News**	**3.8**	**9**	**3.7**	**8**
WPAT(FM)	**Easy list.**	**3.5**	**12**	**3.7**	**8**
WQHT(FM)	**CHR**	**3.9**	**8**	**3.6**	**10**

Los Angeles Rankings

Station	*Format*	*Winter*	*Rank*	*Spring*	*Rank*
KOST(FM)	**Soft AC**	**4.8**	**3**	**5.0**	**1**
KIIS(AM/FM)	**CHR**	**5.0**	**1**	**4.5**	**2**
KABC(AM)	**Talk**	**3.4**	**9**	**4.4**	**3**
KLVE(FM)	**Spanish**	**3.3**	**10**	**4.4**	**3**
KPWR(FM)	**CHR**	**5.0**	**1**	**4.2**	**5**
KRTH(FM)	**Oldies**	**3.5**	**8**	**4.1**	**6**
KBIG(FM)	**AC**	**4.2**	**5**	**4.0**	**7**
KLOS(FM)	**AOR**	**3.5**	**7**	**4.0**	**7**
KKBT(FM)	**Urban**	**3.8**	**6**	**3.8**	**9**
KXEZ(FM)	**Oldies/AC**	**3.2**	**11**	**3.7**	**10**

Total week, 12-plus. More market-by-market ratings next week.

TIME WARNER GOES TO WORK WITH NEW PARTNERS

Toshiba, C. Itoh deal closes; companies will supply set-top converters, other equipment

By Sharon D. Moshavi

Time Warner is dusting off its favorite buzzword—"synergy." Having spent the last six months introducing one another to their respective businesses, the company and its new minority partners—Japanese firms Toshiba Corp. and C. Itoh—closed their deal two weeks ago and are starting to look seriously at ventures they can do together.

The alliance, which gave Time Warner $1 billion to help pare down its debt, has achieved its short-term financial goal, and now the focus is on identifying the long-term benefits of turning over 12.5% of Time Warner's TV, movie and cable businesses to two Japanese companies active in telecommunications.

The deal involves the creation of two entities: Time Warner Entertainment—comprising Warner Bros., HBO and Time Warner Cable—of which Toshiba and C. Itoh each own 6.25% for a payment of $500 million; and Time Warner Entertainment Japan, 50% owned by Time Warner with the rest split between the two

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WNLS(AM)-WTNT(FM) Tallahassee, Fla. □ Sold by Arso Radio Corp. to Park Communications Inc. for $2.65 million, including $250,000 noncompete covenant. **Seller** is headed by Jesus Soto and is licensee of WPRM-FM San Juan, P.R., and WDSR(AM)-WNFB(FM) Lake City, Fla. **Buyer** is headed by Roy H. Park, and owns 11 AM's, 11 FM's and 8 TV's, as well as 140 newspapers. WNLS is 5 kw fulltimer with news/talk format on 1270 khz. WTNT has country format on 94.9 mhz with 100 kw and antenna 840 feet above average terrain. *Broker: Media Venture Partners.*

WVVY(FM) Grifton, N.C. □ Sold by L.E. Willis to Edward L. Taylor III for $1.4 million. **Seller,** one of largest minority owners in the country, owns 13 AM's and 13 FM's. **Buyer** heads Local-DBS Inc., Tulsa, Okla.-based satellite broadcast service. WVVY has urban AC format on 99.5 mhz with 16.5 kw and antenna 830 feet above average terrain. *Broker: Bergner & Co.*

WPFM(FM) Panama City, Fla. □ Sold by Donald G. McCoy, receiver, to Milback Inc. for $600,000. **Seller** has no other broadcast interests. **Buyer** is headed by James T. Milligan and is licensee of WDRK(FM) Callaway, Fla. Milligan is also licensee of one AM and one FM. WPFM has CHR format on 107.9 mhz with 100 kw and antenna 781 feet above average terrain.

WHRS(AM)-WLFX(FM) Winchester, Ky. □ Sold by Premier Broadcast Group Inc. to Hancock Communications Inc. for $600,000. **Seller** is headed by Gary L. Jensen, receiver, and has no other broadcast interests. **Buyer** is headed by Bayard H. Walters and owns five AM's and six FM's. WHRS has big band format on 1380 khz with 2.5 kw day and 40 w night. WLFX has CHR format on 100.1 mhz with 1.4 kw and antenna 460 feet above average terrain.

KHUB(AM)-KFMT(FM) Freemont, Neb. □ 85% sold by KHUB Inc. to Robert Close and Joseph A. Nugent for $450,000. **Seller** is headed by Fred Pyle, and has no other broadcast interests. **Buyers** have no other broadcast interests. KHUB has AC format on 1340 khz with 500 w day and 1 kw night. KFMT has MOR format on 105.5 mhz with 3 kw and antenna 450 feet above average terrain. *Broker: The Mahlman Co.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:		
AM's	$1,742,500	6
FM's	$2,989,744	9
AM-FM's	$4,140,000	5
TV's	$0	0
Total	$8,872,244	20
1992 to Date:		
AM's	$131,130,515	119
FM's	$142,277,292	128
AM-FM's	$189,539,805	89
TV's	$1,181,171,620	38
Total	$1,644,119,232	374

For 1991 total see Jan. 27, 1992 BROADCASTING.

WLSY-FM Jeffersontown, Ky. (Louisville) □ Sold by Louisville Radio Ltd to Channel Chek Inc. for $350,500. **Seller** is headed by P. Richard Zitelman; certain principals also have interests in WHIT(AM)-WWQM-FM Madison, Wis. **Buyer** is headed by Rodney A. Burbridge and is licensee of WGZB-FM Corydon, Ind. WLSY-FM has Lite AC format on 101.7 mhz with 1.4 kw and antenna 413 feet above average terrain. *Broker: William R. Rice Co.*

KWNN(AM) Little Rock, Ark. □ Sold by Dynamic Communications Inc. to Joshua Ministries and Community Development Corp. for $250,000. **Seller** has no other broadcast interests. **Buyer** is headed by Silas Johnson and has no other broadcast interests. KWNN has motivational-informational format on 1050 khz with 1 kw day and 19 w night.

KOGT(AM) Orange, Tex. □ Sold by Klement Broadcasting Corp. to G-Cap Communications Inc. for $250,000. **Seller** is headed by Richard Klement. **Buyer** is headed by Gary P. Stelly has no other broadcast interests. KOGT is fulltimer with C&W format on 1600 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 39.

(see below). Action June 26.

■ **WQOL(FM) Vero Beach, FL** (BTCH920513GI; 103.7 mhz; 50 kw; ant. 476 ft.)—Granted transfer of control from Tallahassee Broadcasting Co. Inc. to Equity Resources Group of Indian River County Inc. for $50,000. **Seller** is headed by B.F.J. Timm, and is transferring its 50% of company to assignee. It is also licensee of WGLF(FM) Tallahassee and ultimate licensee of WSGL(FM) Naples, both Florida. Timm also owns majority of shares of licensees of WVOJ(AM) Jacksonville, WANM(AM) Tallahassee and WOZN(FM) Key West, all Florida, and WDMG-AM-FM Douglas and WRCC-AM-FM Warner-Robins, both Georgia. Timm and principal Wayne L. DiLuciento each have 50% interest in permittee of WMMY(FM) Solana, FL. **Buyer** is headed by Andrew W. and Robin W. Williams, husband and wife, and has no other broadcast interests. Action June 25.

■ **WBCL(FM) Fort Wayne, IN, and WBCU(FM) Archbold, OH** (WBCL: BALH920421GS; 90.3 mhz; 50 kw; ant. 499 ft.; WBCU: BAPH920421GT; 89.5 mhz)—Granted assignment of CP from Summit Christian College to Taylor University Inc.; Summit Christian is merging with Taylor University, which will become licensee of both stations. Taylor University is headed by Theodore F. Brolund, and has no other broadcast interests. Action June 24.

■ **WIRE(FM) Lebanon, IN** (BTCH920420GZ; 100.9 mhz; 3 kw; ant. 300 ft.)—Granted transfer of control of Boone County Broadcasters Inc. for $320,000. **Seller** is David C. Keister, selling his 85% of licensee. Keister also owns 2 AM's and 4 FM's. **Buyer** is John R. Dotas, who will own, with his wife, 50% of licensee. Action June 26.

■ **WLRS(FM) Louisville, KY** (BALH920406HT; 102.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Radio One of Louisville Inc. to Blue River Communications Ltd. for $10 and assumption of debt in form of note payable from Greyhound Financial Corp. in amount, as of Dec. 13, 1991, of $3.476 million. **Seller** is headed by receiver Thomas M. Duddy, and has no other broadcast interests. **Buyer** is headed by James E. Champlin. BRC Media Management, managing general partner of assignor, is wholly owned subsidiary of Beck-Ross Communications Inc., ultimate licensee of WBLI(FM) Patchogue, NY; WHCN(FM) Hartford, CT, and WSNE(FM) Taunton, MA. Action July 1.

■ **WMSG(AM)-WXIE(FM) Oakland, MD** (AM: BTC920429GG; 1050 khz; 1 kw-D, 75 w-N; FM: BTCH920429GH; 92.3 mhz; 1.4 w; ant. 689 ft.)—Granted transfer of control of Oakland Radio Station Corporation for $71,280. **Sellers** are Kenneth E. Robertson, et al., selling all their interest in licensee. **Buyer** is Brenda J. Butscher, who will own 79.4% of licensee. Principals have no other broadcast interests. Action June 26.

■ **WBTI(FM) Lexington, MI** (BAPLH920406HA; 96.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Vector Broadcasting Inc. to Hanson Communications Inc. for $350,000. **Seller** is headed by Timothy Martz, and is also permittee of WXEB(FM) Chateaugay, NY, and WKNW-FM Canaan, VT. Martz has 90% interest in permittees of WBFX(FM) Grand Marais, MN, KYWG(FM) Sarles, ND, and in licensees of WKNW(AM)-WYSS(FM) Sault Ste. Marie, MI, and WFST(AM)-WBPW(FM) Caribou-Presque Isle, ME. He has 80% interest in licensees of WFNL(FM) Sturgeon Bay, WI, WZNL(FM) Norway, MI, and in permittees of WENL(FM) Gladstone and WXNL(FM) Baraga, both Michigan. Martz also has applications pending for construction of FM translators in New York State. **Buyer** is headed by Lee C. Hanson, and is licensee of WPHM(AM) Port Huron, MI. Action June 29.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,971	183	5,154
Commercial FM	4,683	950	5,633
Educational FM	1,548	296	1,844
Total Radio	**11,212**	**1,429**	**12,641**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	165	746
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**193**	**1,690**
VHF LPTV	463	138	601
UHF LPTV	804	829	1,633
Total LPTV	**1,277**	**967**	**2,244**
FM translators	1,901	383	2,284
VHF translators	2,509	72	2,581
UHF translators	2,394	373	2,767

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Source: Nielsen, NCTA and Broadcasting's own research.

■ **KDWA(AM) Hastings, MN** (BAL920518EE; 1460 khz; 1 kw-D)—Granted assignment of license from Wheeler Broadcasting of Minnesota Inc. to K & M Broadcasting Inc. for $163,300, plus supplemental payments based on station billings. **Seller** is headed by Ray L. Wheeler, and recently sold WOMA(FM) Algoma, WI ("For the Record," Feb. 17). It is also licensee of KWNO-AM-FM Winona-Rushford, MN; 50% interest in WTCH(AM)-WOWN(FM) Shawano, WI, and WJNR-FM Iron Mountain, MI. **Buyer** is headed by Roy K. Kline Jr., and has no other broadcast interests. Action June 30.

■ **KOZX(FM) Cabool, MO** (BALH911129HJ; 98.1 mhz; 3 kw; ant. 220 ft.)—Granted assignment of license from KVVC Broadcasting Inc. to Twin Cities Broadcasting Inc. for $115,000. **Seller** is headed by Tom L. Mason, and has no other broadcast interests. **Buyer** is headed by Shelley M. Grosenbacher, and has no other broadcast interests. Action June 26.

■ **KFGE(FM) Lincoln, NE** (BTCH920413GI; 105.3 mhz)—Granted transfer of control of licensee Lincoln Broadcasting Inc. to Salt Valley Broadcasting Inc. for $200,000. **Seller** is Norma R. Peterson, transferring her 50.5% of licensee, and has no other broadcast interests. **Buyer** is headed by Dale Jensen. Richard W. Chapin, 25% owner of buyer, has 50% ownership of licensee of KSYZ-FM Grand Island, NE. Action June 29.

■ **KPQC(FM) Omaha** (BAPCT920122KF; ch. 15)—Dismissed app. of assignment of CP from Pappas Telecasting of the Midlands to Gary Cocola for $325,000; station is not on air. **Seller** is headed by general partner Harry J. Pappas, and is also licensee of KPTM(TV) Omaha and KMPH(TV) Fresno (Visalia), Calif. **Buyer** also has FCC approval to acquire license for LPTV's K34AV Fresno and K66CQ Oneals, both California. Action June 30.

■ **WBNJ(FM) Cape May Court House, NJ** (BALH920430GE; 105.5 mhz; 3 kw; ant. 294 ft.)—Granted assignment of license from Gateway Broadcasting Corp. to The Avalon Group for $850,000 ("In Brief," May 4). **Seller** is headed by Joseph M. Isabel, and is licensee of WCSS(AM)-WKOL-FM Amsterdam, N.Y., as well as cable TV system. **Buyer** is headed by Donald W. Greth, radio talk show host in Reading, PA; he has no other broadcast interests. Action June 30.

■ **WKJA(FM) Belhaven, NC** (BALH920309GT; 92.1 mhz with 3 kw and antenna 282 ft.)—Granted assignment of license from Spirit Broadcasting Inc. to Winfas of Belhaven Inc. for $594,000, assumption of debt. Station was purchased in 1991 from Belhaven Christian Radio, headed by L.E. Willis Sr., for $655,000 ("For the Record," July 15, 1991). **Seller** is headed by Ernestine Willis Cuffee, daughter of L.E. Willis Sr., who is licensee of 5 AM's and 11 FM's. **Buyer** is headed by Roger R. Ingram, and is licensee of WKOO(FM) Jacksonville, NC, and WYYD(FM) Amherst, VA. Action June 25.

■ ***KWVA(FM) Eugene, OR** (BAPED911219GQ; 88.1 mhz; .5 kw; ant. 221.8 ft.)—Granted assignment of CP from University of Oregon Foundation to Associated Students of University of Oregon for no compensation. Trustee in **Seller**, Carolyn S. Chambers, is president of licensee of KEZI(TV) Eugene, OR. **Buyer** is headed by Joseph A. Grube and Jennifer Y. Bills, and has no other broadcast interests. Action June 29.

■ **WVVO(AM)-WDXZ(FM) Dorchester Terrace-Mt. Pleasant, SC** (AM: BAL920330GN; 910 khz; 500 w-U; FM: BALH920330GO; 104.5 mhz; 28 kw; ant. 656 ft.)—Granted assignment of license from Equico Capital Corporation to Dixie Communications Inc. for $900,000. **Seller** is headed by Laurence C. Morse. Principal James D. Corbin owns CP for new station WYBJ(FM) Greenville, MS. Principal John R. Lee is licensee of WJYZ(AM) Albany, GA. **Buyer** is headed by William G. Dudley III, and has

Broadcasting

In Brief

Although ***The Dennis Miller Show*** had been hovering below a 2 rating nationally since its debut last January and **Tribune Entertainment** had stated it was sticking with the troubled late night strip through next season, the Chicago-based syndicator abruptly announced last Friday that the **show would end production on July 24.** After that, distribution of repeat episodes will continue until the end of the current broadcast season, Sept. 11. Citing an "increasingly challenging ratings outlook" and an "unsatisfactory growth" pattern in late night, particularly following the May 22 departure of Johnny Carson from *The Tonight Show*, sources said that Tribune officials anticipated significantly lower upfront ad revenues for the syndicator, as well as for stations. In its first-quarter financial report, The Tribune Co. reported a profit from the talk show, although it was estimated the media giant invested over $3 million in the show. Since Jay Leno took over *The Tonight Show* on May 25 (it has averaged a 5.2 rating/18 share [up 11% from year-ago ratings] in the Nielsen Television Index [May 25-July 10], *Miller* has been struggling with a 1.4 rating average [May 25-July 3]). On the other hand, Paramount Domestic Television's *The Arsenio Hall Show* has shown 10% household rating growth with a 3.4 (NTI, May 25-July 3) since Leno's debut.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 5. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	11.6/228/99
2.	Star Trek	10.7/242/98
3.	Jeopardy!	9.9/216/97
4.	Nat'l Geographic Assign.	9.4/176/98
5.	Oprah Winfrey Show	9.0/221/99
6.	Warner Bros Vol. 28	8.0/133/93
7.	Married...With Children	7.8/175/96
7.	Tri Star Showcase II	7.8/177/97
9.	Entertainment Tonight	7.6/190/98
10.	Current Affair	6.0/177/96
11.	Cosby Show	5.9/197/98
12.	Inside Edition	5.7/137/89
13.	Donahue	5.4/216/97
14.	WKRP In Cincinnati	5.2/236/99
15.	Hard Copy	5.1/176/93

ANCIER, DILLER: BRICKS IN THE 'WALL'

The multi-image high-tech "video wall" behind the podium at the Democratic Convention last week in New York may have been a "one-man fight" for its creator, independent producer Garth Ancier, but his involvement in the convention was the brainchild of former Fox Inc. Chairman Barry Diller. Prior to his April resignation as the chief of Fox's broadcast and film operations, Diller, also a former member of the Democrat's convention task force, called Ancier, who has an exclusive production deal with Twentieth (Fox) Television, to join the convention planning committee last October.

Although Diller chose to leave the committee after his departure from Fox, Ancier pushed on for the first-time use of a multi-screen video wall (which he said several key Democratic operatives thought might be too distracting), and a high-definition television camera at the convention. The video wall was made up of 56 rear-projection screens, which Ancier said gave the video images a seamless appearance, as opposed to using individual picture tubes. Combined with playback machines, graphic effects and computer sequencing equipment, Ancier said the multi-image wall cost the Democratic National Committee roughly $500,000 for the four-day meeting.

Also, as a prelude to what may become the widespread application of HDTV technology, Ancier said that a "center-stage" HDTV camera manufactured by AT&T and Zenith was used to record speeches and feed pictures back to HDTV monitors and recording equipment inside Madison Square Garden. Ancier said he isn't sure if he will volunteer for the 1996 Democratic Convention, but he is hopeful that by then HDTV signals will be provided for the broadcast and cable networks. -MF

WWOR-TV New York is discontinuing first-run production of *The Howard Stern Show,* citing "budgetary concerns." Station officials said they couldn't generate enough advertising revenue to meet production costs of the weekly syndicated series. However, WWOR-TV says it will continue airing the 66 previously produced episodes on Saturdays at 11 p.m.-midnight, and is "exploring" other ventures (specials) with the controversial New York-based radio disc jockey. All American Communications, which has cleared *Stern* in over 50 markets this season (and renewed it in 35 for next season), is negotiating with WWOR and Stern to continue distributing the repeats through the 1992-93 season before its current distribution contract expires this September, according to Richard Mann, All American's VP of creative services. He added that advertiser backlash had been "minimal," with major advertisers such as Paramount Pictures, General Nutrition Centers and Sony Corp. buying into the national advertising inventory, but acknowledged that other major advertisers chose not to advertise depending on "likes or dislikes," not because of so-called advertiser hit lists.

BHC once again extended its tender offer for WWOR-TV New York parent company Pinelands until this Friday, July 24. Still outstanding is

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- ❑ DESPITE *DENNIS MILLER*, TRIBUNE STILL LIKES LATE NIGHT / 19
- ❑ RULE CHANGES ENERGIZE RADIO STATION SALES / 28

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SPECIAL REPORT
SATELLITES

TV'S MID-YEAR MIXED RESULTS

Lower costs boost revenue for many group owners

By Geoffrey Foisie

TV station owners last week reported a mix of second-quarter revenue gains and declines. Even those reporting higher revenue did not see performance returning to the level of the 1990 second-quarter levels.

Capital Cities/ABC said broadcasting operating income was up 3% in the second quarter, to $236.6 million, thanks primarily to its Video Enterprises division as well as the absence this year of a one-time charge, incurred in the second quarter of 1991, to the ABC-TV network related to staff reductions. Earnings for both the radio and TV station divisions declined. Broadcasting revenue was up 2%, to $1.1 billion, primarily due to ESPN's continued growth and the second-quarter timing of the Academy Awards telecast.

General Electric said NBC's operating profit "increased sharply on flat revenue," reflecting, it said, stabilized network revenue, improved cost controls and an improving advertising market.

McGraw-Hill posted a 5% gain in operating profit on a 4% rise in revenue. Much of the improvement, the company said, came from improved performance by its KMGH-TV Denver.

Gannett's TV division reported a 2% revenue gain as did Viacom's TV group, the latter to $22.6 million. Operating income at Viacom's TV stations slipped 2%, to $9.4 million. Pulitzer's broadcasting revenue edged up just under 1%, to $29.2 million, while cash flow grew 4% to $9.6 million. Pulitzer cited lower programing costs.

Post Newsweek's TV stations reported a 2% revenue decline.

Among independent TV station groups, Paramount said higher revenue and lower costs helped boost operating income for its stations. Tribune said that, excluding recently acquired WPHL-TV Philadelphia, revenue for its TV group increased 3% over a year ago. Operating profit also increased. ■

This Week

HOUSE PASSES CABLE REREG / 3

By a 340-73 vote, the House of Representatives passed its version of a cable reregulation bill last Thursday night.

TRIBUNE'S NEXT TRY / 19

The failure of its *Dennis Miller Show* to light a fire in late night hasn't cooled Tribune Entertainment's desire for a presence in the daypart. The company would like to entice David Letterman over to syndication.

REUTERS TAKES VISNEWS / 23

NBC and the BBC have sold their stakes in Visnews, the international television news service, to majority partner Reuters, signaling an effort by the news agency to become a major player in the TV news business.

TELCOS: NOT ENOUGH / 24

Telcos say the FCC's video dialtone ruling offers little incentive for moving into programing.

CABLE'S COUNTRY TUNE / 26

The appeal of Branson, Mo., as a country music mecca may translate into TV success if a pair of investors are successful in their plans to launch a cable network and produce pilots for syndication.

Scientific-Atlanta's new receiver-demodulator and multichannel decoder, elements of the digital revolution (p. 37)

RADIO'S TRADING JUMP / 28

The upcoming expansion in the number of radio stations a broadcaster can own in the same market is spawning an expansion in station trading.

RBDS, WITH AM / 30

Broadcasters and electronics manufacturers are moving closer to a radio broadcast data system standard that will include AM.

OPPOSITION TO PTAR WAIVER / 31

Chico, Calif., NBC affiliate KCPM(TV) asked the FCC not to renew KCRA-TV's prime time access rule waiver, arguing that the Sacramento station's prime time shift has had an adverse effect on KCPM's ratings and ad revenue.

NIELSEN GAINS IN RATING WAR / 34

While Arbitron diverts its attention to its ScanAmerica metering service, Nielsen has bolstered its market share by attracting station groups.

SPECIAL REPORT: SATELLITES '92 / 37

The fuse is lit for a channel boom: As a $1 billion satellite investment flies into orbit, programers are buying digital compression equipment to multiply their video capacity.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week Jul 13-19

	ABC	CBS	NBC	FOX
MONDAY	6.3/11	7.2/13	6.8/13	7.2/13
8:00	43. FBI: Untold Str 7.4/14	38. Evening Shade 7.9/15	19. Fresh Prince 9.7/19	47. Fox Night at the Movies—Revenge of the Nerds 3 7.2/13
8:30	51. Sts of Bev Hills 6.8/12	35. Major Dad 8.1/15	27. Blossom 8.7/16	
9:00	31. FBI: Untold Str 8.3/15	13. Murphy Brown 10.3/18	78. Pacific Station 5.5/10	
9:30	79. '92 Vote—Democratic National Covention 5.3/10	71. Campaign '92—Democratic Convention 5.7/10	46. Man of the People 7.3/13	
10:00			81. Decision '92—Democratic Convention 5.1/10	
10:30				
TUESDAY	11.2/20	14.3/26	5.4/9	NO PROGRAMING
8:00	5. Full House 13.0/25	11. All Star Pregame 10.4/21	76. Mann & Machine 5.6/10	
8:30	2. Home Improvmt 14.9/27	3. Major League Baseball All Star Game 14.9/27		
9:00	1. Roseanne 15.3/26		60. Quantum Leap 6.2/10	
9:30	6. Coach 12.6/21			
10:00	70. '92 Vote—Democratic National Covention 5.8/10		84. Decision '92—Democratic Convention 4.4/8	
10:30				
WEDNESDAY	5.7/11	5.0/9	7.7/14	10.8/20
8:00	67. Wonder Years 5.9/11	67. Howie 5.9/11	16. Unsolved Mysteries 10.0/18	14. Beverly Hills 90210 10.1/19
8:30	59. Growing Pains 6.4/12	88. Celebration 3.8/7		
9:00	55. Doogie Howser 6.7/12	81. Campaign '92—Democratic Convention 5.1/9	31. Seinfeld 8.3/14	9. Melrose Place 11.4/20
9:30	71. '92 Vote—Democratic National Covention 5.7/10		31. Dear John 8.3/15	
10:00			79. Decision '92—Democratic Convention 5.3/10	
10:30				
THURSDAY	6.3/11	6.7/12	7.9/14	9.2/17
8:00	66. The Young Riders 6.0/11	31. Top Cops 8.3/16	40. A Diffrnt World 7.6/15	29. Simpsons 8.5/17
8:30			22. Cosby 9.1/17	40. Parker Lewis 7.6/14
9:00	49. '92 Vote—Democratic National Covention 6.9/12	60. Campaign '92—Democratic Convention 6.2/11	8. Cheers 11.6/21	11. Beverly Hills 90210 10.4/18
9:30			55. Decision '92—Democratic Convention 6.7/12	
10:00				
10:30				
FRIDAY	10.2/20	6.4/13	7.6/15	5.0/10
8:00	17. Family Matters 9.8/21	76. Burt Reynolds' Conversations 5.6/12	36. Matlock 8.0/16	71. America's Most Wanted 5.7/12
8:30	19. Step By Step 9.7/20			
9:00	24. Dinosaurs 9.0/18	51. CBS Friday Movie—Blood River 6.8/13		81. Sightings 5.1/10
9:30	29. Perfect Strangers 8.5/16			91. Hidden Video 2 3.3/6
10:00	7. 20/20 12.2/24		49. Law and Order* 6.9/14	
10:30				
SATURDAY	6.6/14	7.3/16	6.6/14	5.8/13
8:00	63. Miss World America Pageant 6.1/13	47. CBS Saturday Movie—Fourth Story 7.2/16	55. Golden Girls 6.7/16	63. Cops 6.1/14
8:30			71. Home Fires 5.7/13	51. Cops 2 6.8/15
9:00			43. Empty Nest 7.4/16	58. Code 3 6.6/14
9:30			43. Nurses 7.4/15	89. Vinnie & Bobby 3.7/8
10:00	39. The Commish 7.7/16	40. Jake and the Fatman 7.6/16	63. Sisters 6.1/13	
10:30				
SUNDAY	7.6/15	11.5/22	6.9/13	6.8/13
7:00	86. Moe's World 4.3/10	4. 60 Minutes 14.7/33	91. Olympic Sendoff 3.3/8	87. Bill & Ted 4.0/9
7:30			90. Against All Odds 3.6/8	84. True Colors 4.4/10
8:00	26. Am Fun Hme Vid 8.9/18	10. Murder, She Wrote 11.1/22	67. In the Heat of the Night 5.9/12	36. In Living Color 8.0/16
8:30	24. Am Fun People 9.0/17			60. Rachel Gunn, R.N. 6.2/12
9:00	28. ABC Sunday Night Movie—Crossing Delancey 8.6/15	14. CBS Sunday Movie—Locked Up: A Mother's Rage 10.1/18	21. NBC Sunday Night Movie—Carolina Skeletons 9.2/16	17. Married w/Chldn 9.8/17
9:30				22. Down the Shore 9.1/16
10:00				51. Herman's Head 6.8/12
10:30				71. Stand by Your Man 5.7/10
WEEK'S AVGS	7.7/15	8.5/16	7.0/13	7.3/14
SSN. TO DATE	11.5/19	12.8/22	11.7/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting Radio

TRADING PICKS UP AS DUOPOLY NEARS

Station demand increases, but availability of credit may await business improvement

By Peter Viles

As the FCC's new rules expanding the horizons of radio ownership draw near, the marketplace for stations is beginning to show signs of recovery missing elsewhere in the broadcasting industry.

In a trend many industry observers attribute to the prospect of the new rules, station trading is up significantly this year— 48% through mid-July, from $311.9 million in 1991 to $462.9 million now.

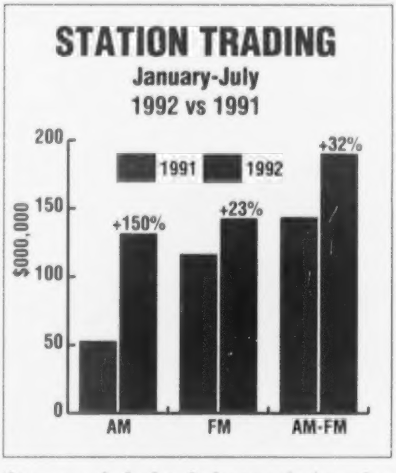
"The station trading activity has already picked up as a result of the anticipated rule change, and it will simply continue—if anything at an increased pace," says broker Jim Blackburn of Blackburn & Co.

By expanding the number of stations a group can own in a single market from two to four, the rules changes will allow previously topped-out operators to buy more stations, essentially creating a temporary surge in demand, brokers say.

"There's probably as much or more in the way of dollar volume waiting on the duopoly decision as we have seen thus far year-to-date," says William Steding, president of Star Media Group.

Brokers predict a rapidly changing landscape of radio ownership over the next several months. "There can't be anybody in the radio business that isn't thinking buy or sell," says broker Gary Stevens, echoing what seems to be the consensus among brokers.

"You've got to do one or the other," adds Glenn Serafin of Communications Equity Associates. "You can't stand still. You have to protect your turf."



But because there appears to be no quick solution to the lack of credit that has stymied the industry during the recession, some large groups may look for merger opportunities rather than acquisitions, brokers say.

"I don't expect the flow of bank debt to significantly increase until the business has already improved," says Blackburn.

Like most brokers, Randy Jeffrey of Media Venture Partners predicts a flurry of station trading that will ultimately help the industry consolidate. But he says the unfortunate aspect of the new rules is that some proven operators struggling under large debt loads will probably miss out on the opportunities presented by duopoly. "In my thinking it's the most beneficial and far-reaching decision the FCC has made in a very long time," he says. "But it may be for some people that it's too little too late."

Most brokers predict the first flurry of activity will consist of groups snatching up individual stations or combinations to create duopolies. Already, some operators have started to move. In Florida, Lowell "Bud" Paxson has reportedly reached agreements that will give him duopolies in Tampa, Orlando and Jacksonville. And Evergreen Media has announced its plans to purchase a second FM in Jacksonville.

Blackburn said his company is now working on six separate deals in which stations involved in local marketing agreements (LMA's) are exercising buyout options to form duopolies.

William Figenshu, senior vice president, Viacom Broadcasting, says he assumes that most other large station groups are doing what he is—shopping for stations in markets where they already own.

"We're all at the table and we've all got our chips, but nobody's put the first card on the table yet," he says.

Among the groups said to be hunting for stations: Bonneville, Capital Cities/ABC, CBS, Clear Channel, Cox, Gannett, Greater Media, Golden West, Infinity, Jefferson Pilot, Nationwide Communications, Park Communications, Saga Communications, Salem Communications, Sconnix Broadcasting and Shamrock.

Bigger deals, such as the merger of two groups that serve overlapping markets, are widely anticipated, but probably not immediately after the new rules take effect.

"The game of merger and mix and match, if you will, is really not under way in any significant fashion," Steding says. "There are conceptual discussions regarding mega-mergers, but no real deal structuring yet."

What remains to be seen is exactly what benefits broadcasters will get from owning a second FM or second AM station in a market. "Everyone agrees that there will be cost savings," says Blackburn. "Not everyone agrees that there will be aggregate revenue increases." ■

AM LEADERS LOSE GROUND IN CHICAGO, PHILADELPHIA, BOSTON

The market-leading AM stations in Chicago, Philadelphia, San Francisco and Boston all lost ground to FM music stations in the spring Arbitron surveys, and country stations appeared to continue their climb.

In Chicago, the survey showed Tribune Broadcasting's WGN(AM) clinging to a shrinking lead over Gannett's WGCI(FM). WGN, a full-service talk station, dropped from 8.8 to 7.6, while WGCI, an urban contemporary station, rose from 6.8 to 7.3.

In San Francisco, Capital Cities/ABC's KGO(AM), a news/talk station, held the top spot, but dipped slightly. KMEL(FM), the CHR giant recently purchased by Evergreen Media, jumped from 4.6 to 5.6 and into second place. Another big gainer: talk station KNBR(AM), which jumped from seventh to third.

Philadelphia's news leader, Group W Radio's KYW (AM), lost nearly two shares (8.4 to 6.6), and also its hold on first place, to Tak Communications' urban-formatted WUSL(FM).

Detroit's full-service leader, Capcities' WJR(AM), bucked the trend of slipping AM powerhouses. It rose from 8.3 to 8.8 and solidified its grip on the market. Country was hot in Washington, as Viacom's WMZQ-AM-FM gained strongly, from 6.1 to 7.6, and appeared within striking distance of the market leader, CHR-formatted WPGC(FM), down slightly to 8.6.

Country continued to dominate Dallas-Fort Worth, claiming four of the top eight spots. Capcities' KSCS(FM) again led the market, with Infinity's AC combo, KVIL-AM-FM, jumping from fourth to second. Alliance Broadcasting's KYNG(FM), climbing fast with its "Young Country" format, gained a full share, from 3.1 to 4.1, more than double its fall '91 share of 1.6.

In Boston, talk station WRKO(AM) dropped from 7.4 to 5.5 and from first to third overall. The new market leader is Pyramid Broadcasting's WXKS(FM), a CHR station that jumped from 5.8 to 6.9. Group W Radio's WBZ(AM), which dropped its full-service format for a news/talk hybrid, held its second spot, and gained slightly, from 5.9 to 6.3. —PV

Station	*Format*	*Winter*	*Rank*	*Spring*	*Rank*
3. Chicago					
WGN(AM)	MOR/Talk	8.8	1	7.6	1
WGCI(FM)	Urban	6.8	2	7.3	2
WBBM(FM)	CHR	5.0	3	5.7	3
WUSN(FM)	Country	4.7	4	5.5	4
WWBZ(FM)	AOR	4.0	5	4.6	5
WVAZ(FM)	Urban	3.9	7	4.4	6
WBBM(AM)	News	4.0	5	3.9	7
WJJD(AM)	Standards	3.4	10	3.7	8
WLIT(FM)	AC	3.7	9	3.4	9
WXRT(FM)	AOR	3.8	8	3.3	10
WJMK(FM)	Oldies	2.9	14	3.3	10
4. San Francisco					
KGO(AM)	News/Talk	8.4	1	7.7	1
KMEL(FM)	CHR	4.6	3	5.6	2
KNBR(AM)	Talk	3.4	7	4.5	3
KCBS(AM)	News	4.9	2	4.4	4
KSAN(FM)	Country	3.7	6	4.0	5
KOIT(AM/FM)	Soft AC	3.9	5	3.8	6
KIOI(FM)	AC	3.3	8	3.5	7
KFRC(AM)	Nostalgia	4.5	4	3.5	8
KITS(FM)	Modern Rock	2.5	12	3.2	9
KBLX(AM/FM)	AC	1.7	20	3.0	10
5. Philadelphia					
WUSL(FM)	Urban	7.1	2	6.9	1
KYW(AM)	News	8.4	1	6.6	2
WYSP(FM)	Classic Rock	5.9	5	6.5	3
WPEN(AM)	Nostalgia	5.5	6	6.4	4
WMMR(FM)	AOR	6.2	3	5.5	5
WEAZ(FM)	AC	6.0	4	5.3	6
WYXR(FM)	AC	4.2	10	5.1	7
WOGL(FM)	Oldies	3.8	11	5.1	7
WXTU(FM)	Country	4.3	9	4.9	9
WEGX(FM)	CHR	4.9	7	4.6	10
6. Detroit					
WJR(AM)	News/Talk/AC	8.3	1	8.8	1
WJLB(FM)	Urban	6.3	2	6.8	2
WWWW(FM)	Country	5.0	4	6.3	3
WHYT(FM)	CHR	4.6	7	5.1	4
WWJ(AM)	News	6.2	3	4.6	5
WJOI(FM)	Easy	4.4	9	4.3	6
WKQI(FM)	CHR	4.4	9	4.3	6
WMXD(FM)	Urban	3.1	15	4.1	8
WLTI(FM)	Soft AC	4.7	6	4.0	10
WXYT(AM)	News/Talk	4.8	5	4.0	10
7. Washington					
WPGC(FM)	CHR	8.8	1	8.6	1
WMZQ(AM/FM)	Country	6.1	2	7.6	2
WKYS(FM)	Urban	4.3	5	5.7	3
WGAY(FM)	Light AC	5.0	3	5.4	4
WRQX(FM)	Hot Mix	3.9	8	4.4	5
WMAL(AM)	News/Talk	4.9	4	4.3	6
WASH(FM)	AC	3.2	11	4.1	7
WHUR(FM)	Urban	2.9	16	3.8	8
WWDC(FM)	AOR	4.0	6	3.6	9
WTOP(AM)	News	3.7	9	3.6	9
8. Dallas-Fort Worth					
KSCS(FM)	Country	9.9	1	9.5	1
KVIL-AM-FM	AC	5.6	4	6.4	2
KPLX(FM)	Country	6.5	2	5.8	3
KJMZ(FM)	Urban	5.7	3	5.6	4
WBAP(AM)	Country	4.3	7	5.3	5
KKDA(FM)	Urban	4.7	6	4.5	6
KTXQ(FM)	AOR	4.7	5	4.3	7
KYNG(FM)	Young Country	3.1	11	4.1	8
KLRX(FM)	Urban	3.9	8	3.8	9
KDMX(FM)	Mix AC	2.4	17	3.4	10
KRLD(AM)	News/Sports	3.8	9	3.4	10
9. Boston					
WXKS(FM)	CHR	5.8	4	6.9	1
WBZ(AM)	News/Talk	5.9	2	6.3	2
WRKO(AM)	Talk	7.4	1	5.5	3
WMJX(FM)-WMEX(AM)	AC	5.2	6	5.4	4
WBCN(FM)	AOR	5.4	5	5.3	5
WODS(FM)	Oldies	4.6	8	5.1	6
WSSH(FM)	Easy	4.3	10	5.0	7
WZOU(FM)	CHR	5.9	3	4.8	8
WZLX(FM)	Classic Rock	3.6	12	4.6	9
WHDH(AM)	Talk	4.9	7	4.4	10

All ratings are total week, 12-plus, AQH share. New York and Los Angeles ratings were reported last week.

Business

NIELSEN GAINS GROUND IN RATING WAR

Push to sign up group owners appears to have paid dividends; Arbitron client list has decreased despite effort to stem tide

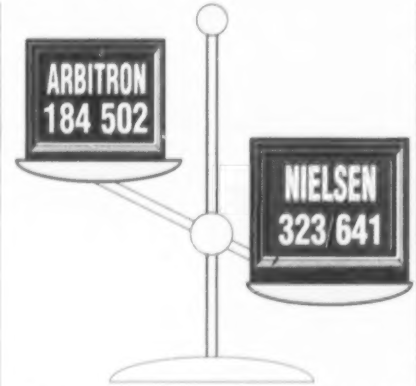
By Sharon D. Moshavi

One year ago Arbitron Communications set out to try to turn back the tide of defecting stations. Despite that effort, it continues to lose market share to rival local ratings service A.C. Nielsen.

Nielsen has bolstered its share by attracting entire station groups through negotiated lower rates. Meanwhile, Arbitron is focusing on proving the benefits of ScanAmerica, its metering service designed to measure viewing as well as product purchases tied to commercials. So far, ScanAmerica is getting mixed reviews.

"Arbitron is more concerned about ScanAmerica than in trying to do a group owner push. They have to be. Their success relies on this system of measurement," says Debra Zeyen, vice president, Group W Television Stations.

Nielsen appears to be taking advantage of Arbitron's diverted attentions, and continues to eat away at Arbitron's clients. Nielsen has gone from 286 exclusive clients in May 1991 to 323 in May 1992, an increase of 13%. Arbitron has fallen 8%, from 199 exclusive station clients in May 1991 to 184 a year later. The total commercial station count is 641 for Nielsen and 502 for Arbitron as of May, compared with 626 and 539, respectively, a year ago.



Yellow number is exclusive commercial station clients; white is total clients

Last year, Arbitron appeared to be taking steps to redesign its overall service, including lowering prices. An internal memo from last summer stated that Arbitron's "high rates have lost many more negotiations than we have won, primarily to our competitor's posture of lower rates to increase its share of stations." The memo continued, if this trend goes on "Arbitron will lose" (BROADCASTING, July 22, 1991).

Arbitron never had a "formal action plan" to alter its service, according to Tom Mocarsky, vice president, communications. Rather, he says, the company's direction has been to enhance its ratings service with extras like Scarborough, a local market qualitative measurement system, and MediaWatch, which provides local commercial monitoring. Mocarsky would not discuss rates.

If prices have come down, they have not dropped low enough to stop stations from leaving. Nielsen is pushing to sign up station groups, clients say, by offering lower rates for getting the entire group. "We did not have any overwhelming motive other than economics," says Robert Dix, chairman of Dix Broadcasting's TV division, which two weeks ago signed a group deal with Nielsen and is dropping Arbitron. Ralph Oakley, vice president, Quincy Newspapers, a Nielsen group client, agrees. "It's attractive from a financial point of view to have all stations under one service."

Unless the pricing differential changes, Arbitron may be in for more trouble, since many perceive that the trend to just one ratings service will continue. "In the new economics of broadcasting, you just simply can't afford to have both entities," says August Meyer, Jr., president of Midwest Television, which signed a group deal

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with Nielsen and is dropping Arbitron.

Nielsen additionally seems to be deriving some gains through station dissatisfaction with ScanAmerica, which so far is in the Denver, Phoenix, St. Louis and Pittsburgh markets. "We don't believe in the ScanAmerica technology," says Jack Shenkan, director of sales and marketing for Hearst Broadcasting, which turns its business entirely over to Nielsen come January.

Shenkan says the system is too user-intensive, so only "technocrats" are able to operate it, giving a skewed reading. Hearst's station in Pittsburgh saw its ratings drop appreciably under ScanAmerica's measuring system, and subsequently dropped the service. Group W, a group client of Nielsen's that still has some Arbitron contracts, has similar concerns about ScanAmerica. Group W also dropped ScanAmerica from its Pittsburgh affiliate. "We have questions about ScanAmerica. We just don't know how valid the data is," says Group W's Zeyen.

Arbitron's Mocarsky acknowledges that the company "needs to do a better job showing the value of the service. We haven't been talking about that value as much as we should have." ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KARD(TV) West Monroe, La. □ Sold by Woods Communications Group Inc. to Lipps Communications Inc. for $3.13 million. **Seller** is headed by Charles Woods and is also licensee of WTVY-FM-TV Dothan and WACV(AM) Montgomery, both Alabama; WTVW(TV) Evansville, Ind.; KDEB-TV Springfield, Mo., and KATP(FM) Amarillo, Tex. Woods also owns KLBK-TV Lubbock, Tex. **Buyer** is headed by Rick Lipps, who is vice president of assignor. KARD is ABC affiliate on ch. 14 with 5,000 kw visual and 500 kw aural and antenna 2,049 feet.

KRTY(FM) Los Gatos (San Jose), Calif. □ Sold by Randolph E. George, receiver, to newly formed South Bay Broadcasters of California Ltd. for $2.9 million. Station has approval to double its power to 6 kw. **Seller** is media broker and has no other broadcast interests. **Buyer** is headed by station's general manager and general sales manager Gregory G. Herpin and Joel Schwartz, respectively, William L. Yde III, who owns stations in Tucson, Ariz., and other limited partners. KRTY has country format on 95.3 mhz with 370 w and antenna 806 feet above average terrain. *Broker: Media Venture Partners.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ $1,165,148 □ 6
FM's □ $4,772,057 □ 7
AM-FM's □ $421,673 □ 2
TV's □ $3,130,000 □ 1
Total □ $9,488,878 □ 16

1992 to Date:

AM's □ $132,295,663 □ 125
FM's □ $147,049,349 □ 135
AM-FM's □ $189,961,478 □ 91
TV's □ $1,184,301,620 □ 39
Total □ $1,653,608,110 □ 390

For 1991 total see Jan. 27, 1992 BROADCASTING.

KCHX(FM) Midland, Tex. □ Sold by Kellsey Broadcasting Corp. to Sonance Midland L.C. for $700,000. **Seller** is headed by Jon C. Peterson, who has interests in WWGS(AM)-WCUP(FM) Tifton, Ga. **Buyer** is headed by brothers William R., Thomas O. and R. Steven Hicks. Thomas and William Hicks have interests in WTAW(AM)-KTSR(FM) College Station and KLVI(AM)-KYKR-FM Beaumont-Port Arthur, both Texas. William Hicks also has interests in KULF(FM) Brenham, Tex. Steven Hicks owns Capstar Inc., which owns WJDS(AM)-WMSI(FM) Jackson, Miss.; WSSL-AM-FM Greenville-Spartanburg, S.C., and WSIX-FM Nashville; Capstar was recently merged into CF Media (see BROADCASTING, March 23). KCHX has CHR format on 106.7 mhz with 100 kw and antenna 613 feet above average ter-

CLOSED!

WZCR-FM, Ft. Myers Beach, Florida from Gerard A. McHale, Jr., Receiver to John R. Linn for $1,550,000.

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WNBE(FM) Alamo, Tenn. ☐ CP sold by Charles C. Allen to Good News Network Inc. for $471,057. **Seller** has no other broadcast interests. **Buyer** is headed by John Latham and has interests in WFWL(AM)-WRJB(FM) Camden, WGNN(FM) Dresden and WIST(FM) Lobelville, all Tennessee. WNBE has soft AC format on 93.1 mhz with 25 kw and antenna 328 feet above average terrain.

KLXX(AM)-KBYZ(FM) Bismarck-Mandan, N.D. ☐ Sold by Capital City Communications Inc. to Missouri River Broadcasting Inc. for $395,000. **Seller** is headed by James Lakoduk and has no other broadcast interests. **Buyer** is headed by James D. Ingstad and has interests in six AM's and seven FM's. KLXX has oldies format on 1270 khz with 1 kw day and 250 w night. KBYZ has AC format on 96.5 mhz with 100 kw and antenna 1,000 feet above average terrain.

For other proposed and approved sales see "For the Record," page 66.

TV AD BUYS STILL ON SHORT LEASH

Study by Petry shows lead time has declined; almost half of orders confirmed with less than one week to go

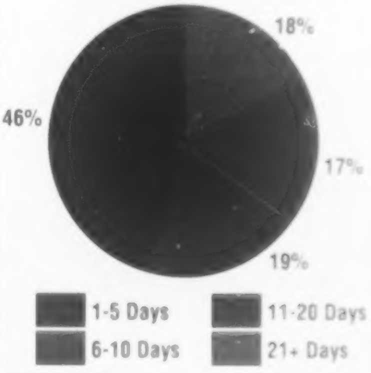
By Geoffrey Folsie

Broadcasters have long said lead times for ad buys have shrunk. Now a recent study by Petry, the television rep firm, documents short lead times and says that compared with two years ago, the lead times are still shrinking. The slight strengthening in the advertising marketplace, however, may reverse that trend, some broadcasters said.

The Petry study, compiled by Petry's vice president of research, Teddy Reynolds, shows that almost half of orders for national spot station advertising placed through reps are confirmed fewer than five business days to go before the ad is to air (see chart). The 46% placed with five days or fewer is up 5% from two years ago. The 18% placed with 21 or more days left is down 1%, and the 17% placed with between 11 and 20 days left is down 4%.

LEAD TIME OF SPOT TV BUYS

# of business days between confirmation of order and start of schedule



Source: Petry

Reynolds noted that a multipart ad buy may have been largely completed weeks before, but if some of the buy is left uncertain until the last minute, then, according to the study, the whole order shows up as having a short lead time.

Many advertisers are faced with paying a premium for last-minute ad buys. Peter Staasi, director of local broadcast for BBDO, also noted that an advertiser who requires "heavy weight" at the last minute may find it impossible to satisfy those requirements: "Stations don't give away their news and *L.A. Law* at the last minute. There may be available *Hogan's Heroes*, but you don't want that to be a majority of your buy."

Some of the current short lead time may be buying habits left over from last year's recession, said Lou Supowitz, general sales manager of WFTV(TV) Orlando, Fla. With inventory in that market getting tighter, buying habits will change, he said. "We are starting to get more lead time in planning, but the year didn't start out that way." Some buys will almost always come in with little lead time, said Cliff Fisher, general sales manager of WKBW-TV Buffalo, N.Y.: "Things like movies or the New York state lottery." ■

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SATELLITES: THE NEXT GENERATION

In the next 10 months, ABC, CBS, PBS, HBO, TBS and dozens of other cable programs will see a collective $1 billion investment head into orbit

By Peter Lambert

Hold on to your seats. It's launch time. And uninterrupted satellite distribution of more than half the cable networks and two of three broadcast networks will be at stake as Hughes Communications, GE American Communications and AT&T launch seven next-generation TV birds over the next eight months.

The new generation began in a small way in 1990, with the launch of GE Americom's Satcom C-1, a bird that has quietly developed into the number-five cable bird, carrying all the Prime Network regional cable sports services, SportsChannel Los Angeles and a handful of superstations sold to home dish subscribers.

Last March, Hughes Communications launched the first of four primary cable satellites, Galaxy V. Two years ago, Turner Broadcasting System and Home Box Office formed a co-venture to buy a large chunk of two Hughes birds designed to replace Galaxy I and Westar V before they run out of gas.

The first of those replacements, Galaxy V, became operational May 8, carrying A&E, CNN, Disney, ESPN, HBO, TNT, USA Network, WGN-TV Chicago, WTBS(TV) Atlanta and a dozen other top basic channels.

One down, three to go, for cable. In August, McDonnell Douglas is scheduled to launch Galaxy IR, and Arianespace is to launch GE Americom's Satcom C-4. Two months later, Satcom C-3 is set to launch. The Satcom birds are "practically sold out" now, says W. Neil Bauer, senior vice president and general manager of commercial operations for GE Americom, thanks mainly to a 1989 purchase by a consortium that includes Viacom Networks (including Showtime and MTV), C-SPAN, Lifetime and The Weather Channel. Given a few more deals, Bauer says, C-3 and C-4 could be entirely sold out by the time they become operational late this year or early next year.

Although the launch business has proved as risky as ever—the image of space shuttle astronauts rescuing an Intelsat bird by hand earlier this summer may be permanently branded on

mer may be permanently branded on

the American psyche—the satellite operators have built ground spares. Better yet for cable networks, both Hughes and GE have put new fleet spares in orbit first, each carrying emergency capacity for their all-important cable and broadcast clients.

This fall will also bring a new anxiety factor into the launch experience—

Proposed domestic satellites

Carrier Satellite	C-band	Ku-band	Orbital slot	Launch date
AT&T				
Telstar 401	24	24	97	May 1993
Telstar 402	24	24	89	March 1994
GE Americom				
Satcom C-4	24	--	135	Aug. 1992
Satcom C-3	24	--	131	Sept. 1992
Satcom H-I	24	16	85	1994
Hughes Communications				
Galaxy IV	24	24	99	Aug. 1992
Galaxy VII	24	24	91	Oct. 1992
Galaxy IR	24	--	133	Dec. 1992
Galaxy IIIR	24	--	95	1994

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a new class of the largest satellites ever built, in this case for CBS and ABC.

Hughes will loft two of four of these new generation spacecraft with hybrid C/Ku-band payloads. Hughes's Galaxy VII will go first in October, Galaxy IV in December. (The world is scheduled to see the Chinese launch the first such HS-601 satellite for Australian broadcasters Aug. 20.)

Leaving longtime partner AT&T behind, CBS has purchased 10 C-band and two Ku-band transponders across Galaxys IV and VII, each of which carries 24 transponders in each band. According to Hughes Senior Vice President Jerry Farrell, new traffic combined with newsgathering, business and educational traffic that is to migrate from all-Ku-band SBS 4 adds up to about 50% occupancy for Galaxy VII. With traffic from C-band Westar IV migrating to Galaxy IV, Farrell says half that bird's Ku-band and three-quarters of its C-band capacity is filled.

AT&T will launch a similar pair of C/Ku hybrid satellites for ABC and PBS. Telstar 401 is scheduled to launch in May 1993. Telstar 402 will fly about 10 months later. In addition to 24 C-band channels, Telstar will offer a combination of 27 mhz Ku (16 of them) and 54 mhz Ku (eight of them) transponders. ABC will be free to deliver multiple newsgathering signals over the broader Ku transponders. And ABC and PBS will even have the option to combine 60-watt Ku's to deliver 120-watt power to small dishes for a direct broadcasting application.

The new AT&T hybrids will also allow broadcasters to uplink in one band and downlink in another, eliminating second hops or conversions on the ground.

Critically, the major cable and broadcast networks have obtained enough capacity on all the birds to add new digitally compressed services.

Only one major network, NBC, remains unsigned. Their capacity aboard co-owned GE Americom's Satcom K-2 will remain operational into early 1997, and NBC is expected to make a replacement decision late this year. ■

COUNTDOWN TO RENEWABLE SECURITY

Before the end of 1992, cable programers, beginning with pay services such as HBO and Showtime, will begin to shut off satellite transmissions encrypted by the VideoCipher II, a system that had spawned a huge black market in illegally altered consumer descramblers.

The prospective end of home satellite signal piracy began earlier this year when cable programers agreed to adopt VideoCipher-RS, General Instrument Corp.'s "renewable security" version of the de facto industry standard decoder (BROADCASTING, Feb. 17).

GI put up $50 million to supply about 270,000 legal VC-II owners with VC-RS, complete with a slot for insertion of a TvPass security card. The card, bearing security information, would be disseminated, given a break in VideoCipher.

"The VC-RS upgrade is on schedule, and we expect a VC-II shut-down by some programers by early this fall," says Esther Rodriguez, head of domestic products marketing for General Instrument's VideoCipher Division.

Last month, a group including some of the original VideoCipher patent holders formed a joint venture to market a VC-RS-compatible descrambler. Negotiating now to gain cable programer support, Titan Satellite Systems Corp. says it will demonstrate a "functioning" receiver-decoder at next week's Satellite Broadcasting and Communications Association trade show in Baltimore. -PW

Satellite guide to the sky

Carrier Satellite	[1]C-band	Ku-band	Approximate end-of-life	Orbital slot
AT&T				
Telstar 301	24	--	Dec. 1993	96
Telstar 302	24	--	Sept. 1994	85
Telstar 303	24	--	Apr. 1995	123
GE Americom				
Satcom C-1	24	--	Nov. 2000	139
Satcom II-R	24	--	Jan. 1995	72
Satcom I-R	24	--	April 1993	131
Satcom IVR	24	--	Feb 1993	82
Satcom C-5	24	--	Jan. 2001	143
Satcom K-1	--	16	Dec. 1996	85
Satcom K-2	--	16	April1997	81
GTE Spacenet/Contel ASC [2]				
Spacenet I	18	6	May 1994	120
Spacenet II	18	6	Nov. 1994	69
Spacenet III	18	6	March 1998	87
Spacenet IV	18	6	April 2001	101
GStar I	--	16	May 1995	103
GStar II	--	16	March 1996	105
GStar III	--	16	Sept. 1994	125
GStar IV	--	24	Nov. 2002	64
ASC I	18	6	Aug. 1995	128
Hughes Communications				
Galaxy I	24	--	June 1993	133
Galaxy II	24	--	Sept. 1993	74
Galaxy III	24	--	Sept. 1994	93.5
Galaxy V	24	--	March 2002	125
Galaxy VI	24	--	Nov. 2000	99
SBS 4	--	10	Aug. 1994	91
SBS 5	--	14	Sept. 1998	123
SBS 6	--	19	Nov. 2000	99

[1] C-band and Ku-band columns indicate numbers of transponders on each satellite. End-of-life estimates are based on launch date plus average 10 or 12 years.

[2] GTE and Contel merged in March 1991. Contel ASC's second satellite, ASC II, was renamed Spacenet IV.

proval of sale of station to Dixie Communications (see "For the Record," July 20). **Seller** is headed by James Corbin, and owns CP for new station WYBJ(FM) Greenville, MS. **Buyer** is headed by Duane E. Hill, and has no other broadcast interests. Action June 19.

■ **WBBX(AM) Kingston, TN** (BAL920520EB; 1410 khz; 500 w-D)—Granted assignment of license from Hometown Broadcasting Corp. to Pilgrim Pathway Inc. for $35,000. **Seller** is headed by William R. Tullock Jr., and has no other broadcast interests. **Buyer** is headed by Grant Carter, and has no other broadcast interests. Action June 30.

■ **WBFL(FM) Bellows Falls, VT** (BALH920527GX; 107.1 mhz; 1 kw; ant. 530 ft.)—Granted assignment of license from Bradley Broadcasting Inc. to WBFL Inc. for $240,000, assumption of debt. **Seller** is headed by Bradley Weeks, and has no other broadcast interests. **Buyer** is headed by Edward H. Herlihy, and has no other broadcast interests. Action July 9.

NEW STATIONS

Applications

■ **Lake George, NY** (BPH920707MD)—William H. Walker III seeks 98.5 mhz; 6 kw; ant. -118 m. Address: 8280 Greensboro Drive, 7th Floor, McLean, VA 22102. Applicant has no other broadcast interests. Filed July 7.

Actions

■ **Philadelphia** (BPH910701MF)—Dismissed app. of Pennsylvania Broadcasters for 102.1 mhz; 40 kw; ant. 150 m. Address: 6255 Sunset Blvd. #1901, Los Angeles, CA 90028. Applicant is headed by general partners A. Thomas Quinn, Richard Nagler, Amy L. Quinn and Judy Nagler. Thomas Quinn has interests in one AM and two FM's. Action July 10.

■ **Pittsburgh** (BPH910701ME)—Dismissed app. of Pennsylvania Broadcasters for 93.7 mhz; 23.1 kw; ant. 220 m. (see above). Action July 10.

FACILITIES CHANGES

Applications

■ **Bay Minette, AL** WFMI(FM) 106.5 mhz—June 29 application of Baldwin Broadcasting Co. for CP to make changes; change ERP: 9.41 kw (H&V); ant.: 162 m.; TL: Baldwin County, AL, approximately 6 km southwest of Stapleton; former antenna tower of WKRG-TV; change class to C3 (per MM docket #91-246).

■ **Clovis, CA** KSDI(TV) ch. 43—July 6 application of San Joaquin TV Improvement Corp. for MP (BPCT-820510KI) to change TL: Bear Mountain, approx. 2 km northwest of Squaw Valley (Fresno), CA (36-44-45 119-16-57).

■ **Shreveport, LA** KWLB(TV) ch. 45—June 23 application of Word of Life Ministries Inc. for MP (BPCT-861029KY) to change ERP (vis): 1670 kw; ant.: 159 m.; TL: Rt. 173, 1.6 km NE from intersection of routes 1 and 173, Blanchard, La Caddo Parish (32-38-17 - 93-52-45); antenna: Andrew ALP24L3-HSM-45M (DA)(BT).

■ **Lebanon, MO** KTTK(FM) 89.9 mhz—July 6 application of Lebanon Educational B/C Foundation for mod. of CP (BPED-831128AE) to make changes; change TL: southwest part of Lebanon (twn. 34-N, range 16 west, Laclede County).

■ **Potosi, MO** KHCR(FM) 97.7 mhz—June 23 application of Prime Time Radio for mod. of CP (BPH-891222MF) to make changes, ERP: 8.531 kw H&V, ant.: 168 m., TL: 2 mi., bearing 45 degrees from Potosi on Highway 21, Washington County, from class A to C3.

■ **Las Vegas** KENO(AM) 1460 khz—June 18 application of Lotus Broadcasting Corp. for CP to increase daytime power to 30 kw; change TL to west of Highland Drive and .6 km south of Cheyene near center of section 16, township 20 south of range 61 east, North Las Vegas, and make changes in antenna system: 36 12 44 - 115 09 43.

■ **Santa Fe, NM** KSWV(AM) 810 khz—June 19 application of La Voz Broadcasting Co. Inc. for CP to change TL within triangle formed by Arroyo de las Trampas, Buckman Rd and existing rd. NW within city limits, Santa Fe, and make changes in antenna system 35 42 05 - 105 57 58.

■ **Concord, NC** WUNG-TV ch. 58—June 17 application of University of North Carolina for MP (BPET-890317KG) to change ant.: 422 m.; antenna: Andrew AGW28HS5-ET01-5B (ST).

■ **North Bend, OR** 94.9 mhz—June 15 application of Koos Bay Broadcasting Corp. for CP to make changes; change ERP: 37 kw (V); ant.: 209.7 m.

■ **San Juan, PR** WSJU(TV) ch. 18—July 2 application of International BCasting Corporation for MP (BPCT-910920KQ) to change ERP (vis): 450 kw ant.: 38 m.; TL: Darlington Building, Rio Piedras, PR (18-24-10 66-03-21); antenna: SWR SBC-14/7 (DA)(BT).

■ **Greenwood, SC** WMTY-FM 103.5 mhz—June 18 application of United Community Enterprises Inc. for CP to make changes; ERP: 25 kw H&V and to change class: C3 (per docket #89-404).

■ **Madisonville, TN** WYGO(FM) 99.5 mhz—July 2 application of Major Broadcasting Corporation for mod. of CP (BPH-900518MT) to make changes, ERP: 2 kw H&V, ant.: 148.8 m. and TL: approx. 1.1 km WSW of Roy Knob.

■ **Atlanta, TX** KPYN(FM) 99.3 mhz—June 1 application of Ark-La-Tex Broadcasting Company for CP to make changes, ERP: 50 kw H&V, ant.: 144 m., TL: 8 km northwest of Bloomburg, Cass County, TX, county road 3780; freq.: from 99.3 mhz to 100.1 mhz, and change class: C2 (per docket #84-231).

■ **Denton, TX** KNTU(FM) 88.1 mhz—Jan. 7 application of University of North Texas for mod. of license (BLED-880222KD) to change main facility.

■ **Port Isabel, TX** KVPA(FM) 101.1 mhz—July 7 application of Matthew C. Trub for mod. of CP (BPH-851216NE) to make changes; change ERP: 1.95 kw (H&V); ant.: 111 m.; TL: 1.4 km west of Loma de Los Ebanitos, Cameron County, TX.

■ **Seattle** KING-FM 98.1 mhz—July 7 application of Classic Radio Inc. for mod. of CP (BPH-861104IE) to make changes; change ERP: 56.9 kw (H&V); ant.: 714 m.; TL: West Tiger Mountain, 3.3 km south of High Point, Washington.

■ **Yakima, WA** KRSE(FM) 105.7 mhz—May 14 application of Yakima Broadcasting Co. for CP to make changes: ant.: 178 m.

■ **Romney, WV** WJGF(FM) 89.7 mhz—June 9 application of West Va. Schs. for Deaf and Blind for CP to make change: frequency changed from 89.7 mhz to 88.1 mhz.

■ **Algoma, WI** WBDK(FM) 96.5 mhz—June 24 application of Nicolet Broadcasting Inc. for CP to make changes, ant.: 86.3 m., ERP: 25 kw H&V, frequency from 96.5 mhz to 96.7 mhz; change class: from class A to class C3, and to correct coordinates to 44 38 52 - 87 33 54 (per docket #89-282).

Actions

■ **Fort Rucker, AL** WXUS(FM) 100.5 mhz—Granted app. of Skyway Broadcasting Ltd. (BPH-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,971	183	5,154
Commercial FM	4,683	950	5,633
Educational FM	1,548	296	1,844
Total Radio	**11,212**	**1,429**	**12,641**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	165	746
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**193**	**1,690**
VHF LPTV	463	138	601
UHF LPTV	804	829	1,633
Total LPTV	**1,277**	**967**	**2,244**
FM translators	1,901	383	2,284
VHF translators	2,509	72	2,581
UHF translators	2,394	373	2,767

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

Most MSO stocks closed Friday down from a week ago following the cable reregulation bill passed by theHouse of Representatives Thursday night. Particularly hard hit were Tele-Communications Inc., which was off 11% for the week, to 18¼, and TCA Cable TV, off 13% to $20. Many MSO stocks were still trading higher than several months ago, and securities analysts were skeptical that cable growth prospects would be severely impaired, even assuming the bill survives House-Senate conference and an expected presidential veto.

Fox enjoyed its first week out of fourth place in its six-year history the week of July 13-19, paced in large part by *Melrose Place*, its *Beverly Hills, 90210* spinoff. For the week, CBS came in first with an 8.5 rating/16 share (NTI), followed by ABC with a 7.7/15, Fox's 7.3/14 and NBC's 7.0/13. Perhaps most important, however, if ABC, Fox and NBC are to be believed, Fox beat all four networks in viewership among adults 18-49, the most sought-after demographic, according to advertisers. *Melrose Place* has not fallen off in its three airings, pulling a 10.3/19 in its premiere on July 8 and followed by an 11.4/20 on July 15 and a 10.1/17 on July 22. Through last Thursday night, Fox was tied with ABC for second place in the week, with CBS leading all networks with a 9.7/18 and NBC behind Fox and ABC by one-tenth of a rating point with a 9.0/16.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 12. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	11.8/226/98
2. Jeopardy!	10.5/218/98
3. Oprah Winfrey Show	10.2/231/99
4. Star Trek	8.1/244/98
5. Married...With Children	7.4/176/96
6. Entertainment Tonight	7.2/181/96
7. Current Affair	6.5/180/96
7. Wheel Of Fortune-wknd	6.5/193/92
9. Donahue	6.2/228/99
10. Cosby Show	6.1/201/97
11. Inside Edition	5.9/142/90
12. Hard Copy	5.1/179/94
13. Love Connection	5.0/195/94
13. Sally Jessy Raphael	5.0/215/98
15. Geraldo	4.6/170/97

News and talk radio veteran **Dan Griffin was named VP/GM of WCBS(AM) New York** last week, replacing Chris Witting, who resigned. A 30-year broadcasting veteran, Griffin joins CBS from WHDH(AM) Boston, where he was president/GM. A CBS spokeswoman said the station plans no changes in its all-news format. Witting resigned last week after a disappointing ratings period during which WCBS lost ground to its main rival, Group W Radio's WINS(AM), despite a costly television ad campaign attacking WINS.

Century Broadcasting-owned **KREM(FM) San Francisco has been hit with a $25,000 FCC fine for broadcasting "indecent material"** during daytime hours. Executives at Century Broadcasting were unavailable for comment, and counsel for the station had not seen the notice last Friday.

NBC has tapped Hill staffer James Rowe III to succeed the outgoing Bob Hynes as its Washington lobbyist. Rowe, currently counsel to the House Judiciary Subcommittee on Crime, plans to take over the network's Washington office in early September. A graduate of Harvard and Georgetown law (1979), Rowe was in private practice from 1980 to 1987 and worked at the Investigative Group Inc. prior to joining the subcommittee. NBC also named **Warren Jenson** senior VP of finance, **replacing Don Carswell,** who is retiring as CFO after 37 years with the network. Jenson, who will report to NBC President Robert Wright, was

DOWN IN UPFRONT

It looks like this year's upfront won't quite make it to last year's level. The big three are projected to pull in an estimated $3.2 billion, down from last year's $3.4 billion (which excludes Olympics spending). CBS is the big winner, projected to bring in $1.4 billion, with ABC at $1 billion and NBC at $800 million. The slow upfront is still moving, with the three networks still left with another $100 million each to write. Fox is expected to bring in about $500 million, above last year's estimated $350 million-$400 million.

Although CBS has been seeing heavy increases in unit rates—about 12% to 13%—its hefty revenues are also said to come from a willingness to sell more inventory upfront than either NBC or ABC. ABC, as it did last year, has said it wants to hold back inventory for scatter.

NBC is holding on to a larger supply of inventory than usual, largely because it had difficulty getting unit prices above last year's. "I don't know how bad the damage is going to be for them in fourth quarter [scatter]. NBC had more of an urgency to sell out in upfront, since they have the largest schedule of unproven programs," says analyst Alan Gottesman of Paine Webber. NBC's revenue estimates, like those of the other networks, do not include dollars it has coming in from long-term contracts, such as General Motors.

—[illegible]

C1850-14

AUG 3

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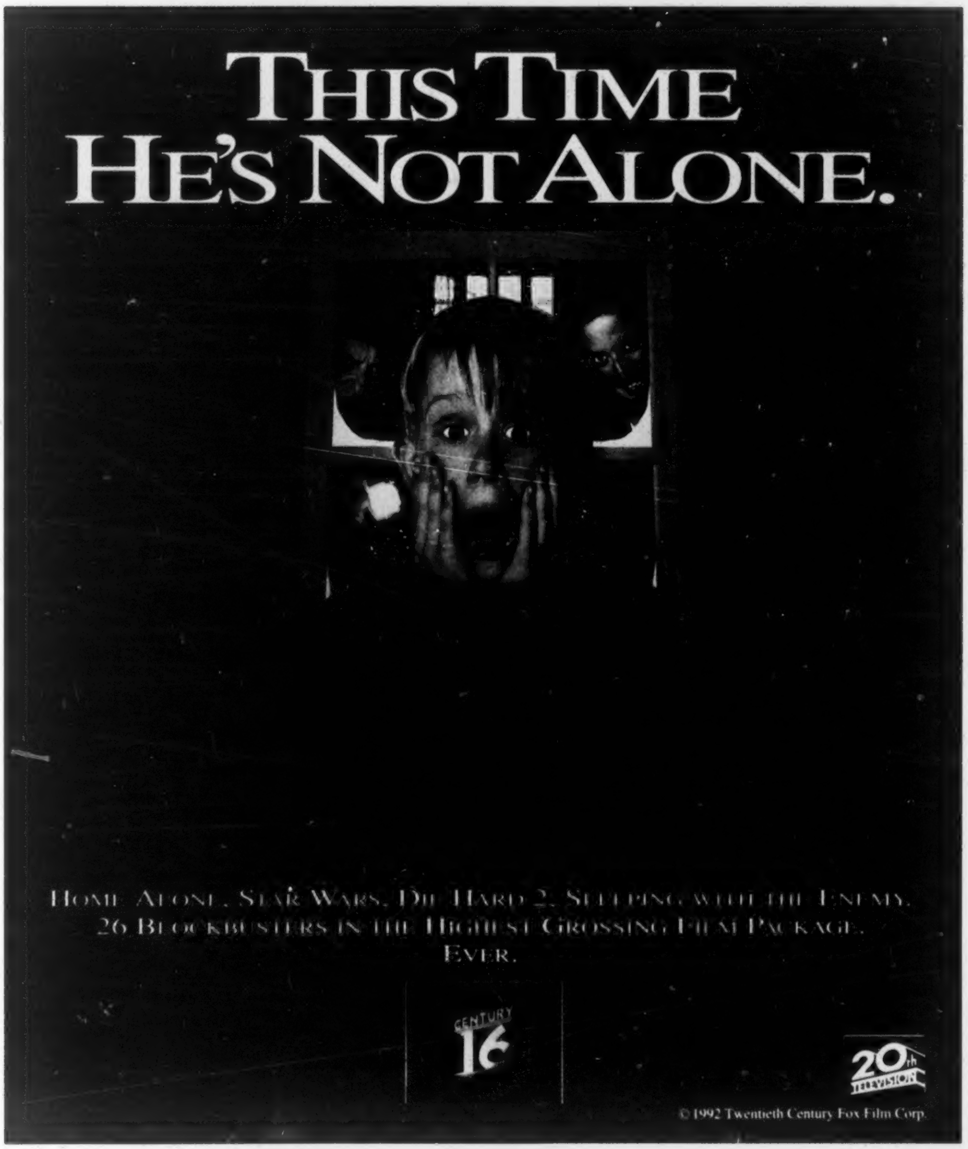
❑ WHITE HOUSE PANS CABLE BILL AT WIRELESS CABLE / 22

❑ NBC REVEALS THEATRICAL LINEUP / 21

❑ HIGH HOPES FOR FALL SCATTER MARKET / 32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SUMMER OLYMPICS: SPLIT DECISION FOR NBC

BROADCASTERS GET FAVORABLE CABLE BILL APPOINTMENTS

By Randy Sukow

The 11 House Energy and Commerce Committee members named as conferees on the cable reregulation bill (S. 12/H.R. 4850) bode well for broadcasters hoping to have retransmission consent included in the final bill sent to the President this fall.

The announcement of the House conferees Friday afternoon (July 30), to be followed rapidly by the announcement of the Senate conferees either late Friday or early this week, means the conference can soon commence and leaves open the chance that a conference agreement could be ratified by both Houses before the Congress recesses next week for the Republican convention.

Among the conferees are Dennis Eckart (D-Ohio) and Jack Fields (R-Tex.), the co-authors of the House retransmission consent bill introduced in 1991 (H.R. 3380), two H.R. 3380 co-sponsors Energy and Commerce Committee ranking member Norman Lent (R-N.Y.) and Ralph Hall (D-Tex.)—and several others who have backed retransmission consent in committee and floor debates.

Other Democratic conferees include: Energy and Commerce Committee Chairman John Dingell (Mich.); Telecommunications Subcommittee Chairman Edward Markey (Mass.); Billy Tauzin (La.); Thomas Manton (N.Y.), and Claude Harris (Ala.).

Other Republicans named: ranking Subcommittee member Matthew Rinaldo (N.J.) and Michael Bilirakis (Fla.). Don Ritter (Pa.) was named as an alternate for Fields, who may be unavailable for the conference this week.

At the same time, no members of the House Judiciary Committee were named to the conference. House Speaker Thomas Foley (D-Wash.), however, reserved the right to name Judiciary conferees before the start of the conference. ■

This Week

OLYMPIC GOOD NEWS AND BAD / 3

Bucking a 20-year trend, prime time viewing of the Olympics has increased over four years ago. The Triplecast, however, has not fared well.

PRE-EMPTION THREAT / 6

Irked over CBS's proposed compensation cut, some affiliates are reportedly talking to syndicators about programing to pre-empt weak spots in the network schedule.

THE $30 MILLION HALF-MINUTE / 16

King World has picked up an additional 30 seconds of barter from *Jeopardy!* and *Wheel of Fortune,* a move worth an estimated $30 million a year.

NBC AT THE MOVIES / 21

NBC released a partial list of theatricals it has acquired for pre-cable airings, including "King Ralph" and "My Blue Heaven."

WIRELESS AND HAPPY / 22

The program access provision in the House cable reregulation bill brought cheer to operators attending the wireless cable convention, but they're concerned about the impact of compromise and White House opposition on the final bill.

***King World ekes another 30 seconds of barter out of* Wheel of Fortune *and* Jeopardy! (p. 16).**

4850 PLOYS / 24

Observers on both sides of the issue are marveling at the House's lopsided passage last week of the cable rereg bill. Some say Republican support for tough regulatory amendments now may be a design to make a veto sustainable later.

UNISTAR TREK / 29

Pulled down with the rest of network radio by the recession, Unistar is looking at price increases for its satellite-delivered formats as well as expansion abroad.

CO-OP COVERAGE / 31

Even in a time of lean budgets, affiliates and independents are expanding their news coverage through reliance on news cooperatives.

HIGH HOPES FOR FALL SCATTER / 32

A pickup in buying in the days after the Olympics may portend a strong fall scatter market, media buyers believe. Having held in the upfront in the hopes of getting better prices later, the networks as a group bring a large amount of unsold inventory to the table.

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Broadcasting's Ratings Week Jul 20-26

	ABC	CBS	NBC	FOX
MONDAY	8.3/15	10.7/20	9.5/17	NO PROGRAMING
8:00	32. FBI: Untold Str 9.3/19	42. Evening Shade 8.5/17	32. Fresh Prince 9.3/19	
8:30	27. Amer Detective 9.5/18	27. Major Dad 9.5/18	36. Blossom 9.0/17	
9:00	41. FBI: Untold Str 8.7/15	5. Murphy Brown 12.5/22	23. NBC Monday Night Movies—The Marla Hanson Story 9.7/17	
9:30	47. Eastwood & Co. 7.8/14	29. Grapevine 9.4/16		
10:00	53. Human Target 7.2/13	11. Northern Exposure 12.0/22		
10:30				
TUESDAY	11.7/21	9.6/17	8.4/15	NO PROGRAMING
8:00	8. Full House 12.1/24	21. Rescue: 911 9.9/19	60. In the Heat of the Night 6.9/13	
8:30	3. Home Improvmt 14.2/26			
9:00	2. Roseanne 15.0/26	29. Circus of the Stars 9.4/16	36. In the Heat of the Night 9.0/15	
9:30	25. Homefront 9.6/17			
10:00			29. Dateline NBC 9.4/17	
10:30				
WEDNESDAY	7.0/13	9.0/16	9.3/17	10.3/18
8:00	68. Wonder Years 6.4/12	70. Howie 6.3/12	8. Unsolved Mysteries 12.1/22	16. Beverly Hills 90210 10.4/19
8:30	70. Growing Pains 6.3/11	78. Ultimate Revenge 5.5/10		
9:00	61. Doogie Howser 6.8/12	22. Raven 9.8/17	25. Seinfeld 9.6/17	18. Melrose Place 10.1/17
9:30	57. Who's the Boss? 7.1/12		53. Dear John 7.2/12	
10:00	47. ABC News Special 7.8/14	14. 48 Hours 11.2/21	51. Quantum Leap 7.5/14	
10:30				
THURSDAY	9.3/17	9.8/17	8.7/16	8.0/14
8:00	45. The Young Riders 8.2/15	32. Top Cops 9.3/17	47. A Diffrnt World 7.8/15	36. Simpsons 9.0/17
8:30			35. Cosby 9.1/17	70. Parker Lewis 6.3/12
9:00		18. Street Stories 10.1/17	8. Cheers 12.1/21	43. Beverly Hills 90210 8.3/14
9:30			13. Wings 11.4/19	
10:00	12. Primetime Live 11.5/21	20. Bodies of Evidence 10.0/18	73. L.A. Law 6.0/11	
10:30				
FRIDAY	9.1/19	7.6/16	6.0/13	5.3/11
8:00	39. Family Matters 8.9/20	57. Haunted Lives 7.1/16	65. Matlock 6.5/14	81. America's Most Wanted 5.0/11
8:30	40. Step By Step 8.8/19			
9:00	43. Dinosaurs 8.3/18	46. 60 Minutes: The Entertainers 7.9/16	77. Summer Olympics Preview 5.7/12	78. Di: Prisoner in Buckingham Palace 5.5/11
9:30	53. Perfect Strangers 7.2/15			
10:00	15. 20/20 10.8/22			
10:30				
SATURDAY	5.2/11	6.7/14	14.4/29	6.0/12
8:00	83. MacGyver 4.2/9	61. CBS Saturday Movie—Gunsmoke: To the Last Man 6.8/14	4. Summer Olympics Opening Ceremonies 13.8/29	65. Cops 6.5/14
8:30				53. Cops 2 7.2/15
9:00	82. Human Target 4.9/10			73. Code 3 6.0/12
9:30				83. Vinnie & Bobby 4.2/8
10:00	64. The Commish 6.6/13	68. Jake and the Fatman 6.4/13		
10:30				
SUNDAY	8,0/14	11.9/21	18.7/33	5.8/10
7:00	87. Life Goes On 2.8/5	7. 60 Minutes 12.4/25	1. Summer Olympics 18.1/33	86. Bill & Ted 3.8/8
7:30				83. True Colors 4.2/8
8:00	63. Am Fun Hme Vid 6.7/12	17. Murder, She Wrote 10.3/18		57. In Living Color 7.1/13
8:30	52. Am Fun People 7.4/13			73. Rachel Gunn, R.N. 6.0/10
9:00	23. ABC Sunday Night Movie—Outrageous Fortune 9.7/16	5. CBS Sunday Movie—Conspiracy of Silence, Pt. 1 12.5/21		50. Married w/Childn 7.7/13
9:30				65. Herman's Head 6.5/11
10:00				76. Down the Shore 5.8/10
10:30				80. Stand by Your Man 5.2/9
WEEK'S AVGS	8.4/16	9.4/18	11.0/20	6.8/13
SSN. TO DATE	11.3/19	12.6/21	11.6/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

one area of the economy, such as housing starts, could mean that advertising budgets that were absent from upfront and held in check for fourth quarter may start to appear. If enough advertisers start trickling into the market, a wave could bring in the rest. "The mentality is that the safest way to operate is to do like everyone else is doing," says Hal Riney's Seay.

The actions of just one advertiser, even General Motors, the biggest advertiser to sit out the upfront and wait for scatter, is not enough to get the market moving, buyers say. "GM won't start the flood, since everyone expects them to come in," says one source close to the automaker. But General Motors—and its buyer, Leo Burnett, which is holding off on upfront so far for its other clients as well—can help bring inventory back to its normal level, helping the networks up pricing if demand takes hold. General Motors itself will not pay the higher price, according to the source, saying the automaker will be in a position to get pricing at no higher than upfront levels.

Whatever happens, there is no question that the 1992 fall scatter market will be better than it was in 1991, says Arthur Gruen of Wilkofsky and Gruen.

"That was really dismal."

As for national cable advertising, there is little movement in the upfront market. It is expected to pick up in the next couple of weeks, says Aaron Cohen, senior vice president, director of broadcast programing, NW Ayer. Buyers are simply following the same slow pattern they followed in the network upfront this year. "Everybody is learning that the business can get done at a slow pace, without panic," says Cohen.

And aside from advertisers' reticence to spend, which is affecting all media, the slow trickle to buy cable is also indicative of its growth, says Seay. "There are so many cable options, and there are so many things you can live without. Whether you buy a TNT or Lifetime or USA movie doesn't really matter."

Although there are enough advertisers interested to create a cable upfront, Seay rejects any attempts to compare it to network upfront. "You can lose your job if you miss buying *Monday Night Football*. But if you miss something on cable, it's not going to make or break you." ■

NIELSEN ADDS ANOTHER MARKET TO THE METER

Nielsen Media Research announced it would begin metered ratings service to 29th market in February 1993. In Orlando-Daytona Beach-Melbourne, Fla., WPCX-TV, CBS affiliate; WOFL-TV, Fox affiliate and WKCF-TV, independent, have signed up as clients. Nielsen recently announced it would begin providing metered service this November to San Diego, Baltimore and Kansas City.

LOOKING AT THE BOTTOM LINE

June TV station revenue was up 1.2% over same month in 1991, according to monthly "flash report" compiled for Television Bureau of Advertising. TVB said survey of 187 affiliates showed revenue was up 2%, while 37 independent TV stations reported collective decline of 1.8%. Overall, revenue gains were almost identical for local sales, up 1.2%, and national spot revenue, up 1.3%. Year-to-date revenue change for stations is plus 4.0% for affiliates, negative 0.5% for independents and plus 3.2% overall.

□

Granite Broadcasting said second-quarter operating cash flow jumped 19.6%, to $4.1 million, on 12.8% revenue increase, to $9.8 million. Don Cornwell, chief executive officer of group owner said, "During the quarter, local and national non-political advertising increased by 15.2% and 7.6%, respectively, enhanced by a gain of more than 60% in automotive advertising, which was especially strong at KNTV-TV San Jose, Calif., and WPTA(TV) Fort Wayne, Ind."

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KPPL(FM) Colusa, Calif. □ Sold by Park Lane Colusa Partners Ltd. to The Park Lane Group for $2.5 million in sale of up to 2.9 million shares of stock; limited partners of assignor are contributing their interest to assignee, which will cause assets of assignor to be dissolved. Park Lane Group is general partner of assignor, and is headed by James Levy. It is also licensee of KVOY(AM)-KTOI(FM) Tehachapi, Calif. KPPL has mainstream AC format on 107.5 mhz with 28 kw and antenna 600 feet above average terrain.

KDIA(AM) Oakland, Calif. □ Sold by RAGH Inc. to Willie L. Brown Jr. for $1.6 million. **Seller** is subsidiary of Ragan Henry Broadcast Group, headed by Ragan Henry, who has interests in 8 AM's, 15 FM's and one TV, including KJUL(FM) North Las Vegas, which is also being sold (see "For the Record," page 47). **Buyer** has no other broadcast interests. KDIA is fulltimer with urban contemporary format

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$2,698,500** □ **9**
FM's □ **$1,253,060** □ **7**
AM-FM's □ **$5,896,868** □ **5**
TV's □ **$0** □ **0**
Total □ **$9,848,428** □ **21**

1992 to Date:

AM's □ **$134,994,163** □ **134**
FM's □ **$148,302,409** □ **142**
AM-FM's □ **$195,858,346** □ **96**
TV's □ **$1,184,301,620** □ **39**
Total □ **$1,663,456,538** □ **411**

For 1991 total see Jan. 27, 1992 BROADCASTING.

Open Mike

NOT CONVINCED

EDITOR: In your June 15 editorial, "Hard News," you wrote that access to the execution of a convicted killer in California should be granted to broadcasters. You also urged that broadcasters "apply their most serious and sensitive news judgment."

I would like to make two points: First, let's look at serious and sensitive news judgment. In the San Francisco area, and in other cities where I have watched news, "if it bleeds, it leads." Can we as viewers expect anything but a 40-second clip of the execution showing the actual reflex movements of the killer? I hardly expect a fair presentation of the execution and the facts that led up to that point.

> "Can we as viewers expect anything but a 40-second clip of the execution showing the actual reflex movements of the killer?"
>
> **Stanley Lichtenstein**

Second, if a TV station were to air the execution, I want a dramatization of why the killer was sentenced to die. I want to see the deed that led to a jury's decision that this killer should die for his sins.

Anything else on the air is not showing serious and sensitive news judgment, and I have watched very little TV news to indicate that degree of content is possible.—*Stanley Lichtenstein, professor emeritus, Chabot College, Hayward, Calif.*

SINGLED OUT

EDITOR: Some time ago I read your June 8 editorial, "Act Two," supporting must carry for home shopping stations. Thank you.

INTERFACE AND HALL OF FAME SET

On Oct. 21, BROADCASTING magazine and the Federal Communications Bar Association will sponsor the annual "Broadcasting/Cable Interface" seminar and "Hall of Fame" dinner and awards ceremony at the Omni Shoreham Hotel in Washington. For more information, contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

In this regard, this issue is still before the Congress with home shopping stations such as KCMY being media red-lined solely for program content, according to the current version of H.R. 4850.

KCMY put Home Shopping Network programing on the air as the sole means of getting on the air as no one—and I mean no one—like banks or leasing companies would lend us any money for a broadcasting venture without a source of repayment via an affiliation agreement.

The only source of regular income available was HSN, since ABC, CBS, NBC and Fox affiliations were long gone by our sign-on in 1990 after the CP grant in 1984.

What is particularly upsetting to me is to win an FCC license, granted on our minority preference for diversity of ownership in the media, being distorted into a specious argument that diversity means programing, not ownership.

> "No one would lend us money without an affiliation."
>
> **Carmen Briggs**

This is, as I understand it, to insure "political programing correctness." Thus, to enforce such a blatantly unconstitutional discriminatory policy, certain classes of broadcasters are to be treated "different." Media red-lined, to be more precise.

Well, we want to be treated like everyone else as to our choice of programing. No one else is to be red-lined. Why single us out? Is this the American Way? It sure reduces the American Dream to zero status, if so.—*Carmen Ponce Nicasio Briggs, president, KCMY(TV) Sacramento, Calif.*

GOOD MEMORIES

EDITOR: It was with deep sadness that I read of the passing of Rick Sklar, former program director of WABC(AM) New York (BROADCASTING, June 29). While living north of Hartford, Conn., during the rest of the year, I spent my summers during the 1960's and '70s on the Connecticut shoreline in Niantic, and the radio was always tuned to Musicradio 77, WABC. With the talents of Harry Harrison, Ron Lundy, Dan Ingram, Cousin Brucie, Chuck Leonard and Jay Reynolds, that great jingle package and the tight on-air production, you never got tired of the top 40 format. Practically every record was one you wanted to hear, with never a bad apple in the bunch. No other top 40 station that I listened to elsewhere could compare to WABC.

Rick Sklar pioneered a station sound and style that we may never hear again. And for those who listened to WABC, his book, "Rocking America: How the All Hit Radio Stations Took Over," is must reading.

God rest your soul, Rick Sklar, with sincere thanks for some great radio memories.—*Philip J. Zocco, engineering, WTNH(TV) New Haven, Conn.*

ERRATA

Hubbard Broadcasting's **USSB purchased five transponders** on Hughes Communications' first direct broadcast satellite, **not leased them** as reported in July 27 story.

July 16.

■ **KSDN-AM-FM Aberdeen, SD** (AM: BTC920520HQ; 930 khz; 5 kw-D, 1 kw-N; FM: BTCH920520HR; 94.1 mhz; 100 kw; ant. 440 ft.)—Granted transfer of control of licensee Green Bay Broadcasting Co. for $523,050 ("Changing Hands," June 8). Transfer includes WDUZ(AM)-WQLH(FM) Green Bay, WI (see below). Action July 14.

■ **WCMT-AM-FM Martin, TN** (AM: BTC920519EA; 1410 khz; 1 kw-D, 58 w-N; FM: BTCH920519EB; 101.7 mhz; 6 kw; ant. 328 ft.)—Granted transfer of control of Thunderbolt Broadcasting Co. for $475,000. **Seller** is Harold T. Brundige, selling his 54.9% to **buyer** Paul Tinkle, et al. Principals has no other broadcast interests. Action July 13.

■ **KLVI(AM)-KYKR-FM Beaumont, TX** (AM: BTC920325EB; 560 khz; 5 kw-U; FM: BTCH920325EC; 93.3 mhz; 100 kw; ant. 480 ft.)—Granted transfer of control of licensee Gulfstar Broadcasting pending consummation of purchase of station, granted last year ("For the Record," Dec. 2, 1991). Transferor R. Steven Hicks is transferring 80% of his 100% interest to his brother Thomas O. Hicks. R. Steven Hicks is 100% voting owner of Capstar Inc., 98% parent of licensees of WJDS(AM)-WMSI(FM) Jackson, MS; WSSL-AM-FM Greenville-Gray Court, SC, and WSIX-FM Nashville. Capstar is part of merger of new company CF Media, headed by Robert F.X. Sillerman (see "For the Record," April 6, under KKCW[FM] Beaverton, OR). R. Steven and Thomas Hicks have interests in licensee of WTAW(AM)-KTSR(FM) College Station and KVET(AM) Austin, both Texas. Action July 15.

■ **KHQ-TV Spokane, WA** (BTCCT920601LP; ch. 6; 87.1 kw-V; 17.4 kw-A; ant. 2,150 ft.)—Granted transfer of control of licensee KHQ Inc. for no cash consideration in estate transfer from William H. Cowles III (deceased, James P. Cowles as co-trustee) to James P. Cowles and William S. Cowles. Licensee is wholly-owned subsidiary of Cowles Publishing Co. James P. Cowles is director of certain trusts having minor interest in Tribune Co., Chicago, IL, whose subsidiaries are licensees of two AM's, two FM's and six TV's. Action July 15.

■ **WCAW(AM)-WVAF(FM) Charleston, WV** (BAL920513GN; 680 khz; 50 kw-D, 250 w-N; FM: BALH920513GO; 99.9 mhz; 50 kw; ant. 490 ft.)—Granted assignment of license from Capitol Broadcasting Corp. to Franklin Communications Partners Ltd. for $8.125 million (see WKSJ-AM-FM Prichard [Mobile], AL, above). Action July 16.

■ **WDUZ(AM)-WQLH(FM) Green Bay, WI** (AM: BTC920520HO; 1400 khz; 1 kw-U; FM: BTCH920520HP; 98.5 mhz; 100 kw; ant. 1,254 ft.)—Granted transfer of control of licensee Green Bay Broadcasting Co. for $523,050 ("Changing Hands," June 8). Transfer includes KSDN-AM-FM Aberdeen, SD (see above). President William C. Laird, who currently holds 100 shares of noncumulative voting preferred stock of licensee, will become controlling stockholder of company. Laird also has interests in licensee of WDUX-AM-FM Waupaca, WI. Action July 14.

■ **WYZM(FM) Waunakee, WI** (BAPH920514HB; 105.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Dale A. Ganske to general partners Janice and Ronald Fedler for $246,500. **Seller** has no other broadcast interests. **Buyers** own 90% of stock of licensee of WMMM(FM) Verona, WI. Action July 9.

NEW STATIONS

Applications

■ **Glenwood Springs, CO** (BPED920710MA)—Valley Christian Radio Inc. seeks 91.9 mhz; .22 kw; ant. 788 m. Address: 207 Basalt Center Circle, Suite 103, Basalt, CO 81621. Applicant has no other broadcast interests. Filed July 10.

■ **Sumrall, MS** (BPH920707ME)—Larry R. Scott seeks 97.3 mhz; 3 kw; ant. 100 m. Address: 1605 Carlisle Drive East, Mobile, AL 36618. Applicant holds CP for WJSJ(FM) Belzoni, MS. Filed July 7.

■ **Lake George, NY** (BPH920708MB)—David Covey seeks 98.5 mhz; .37 kw; ant. 393 m. Address: P.O. Box 490, Glens Falls, NY 12801. Applicant has no other broadcast interests. Filed July 8.

■ **Bismarck, ND** (BPH920702MB)—James and Konnie Bartels seek 97.5 mhz; 100 kw; ant. 324 m. Address: Route 1, Box 186-C, New Ulm, MN 56073. Applicants have no other broadcast interests. Filed July 2.

■ **Galeton, PA** (BPH920713MA)—Robert M. Stevens seeks 100.7 mhz; 14.5 kw; ant. 131 m. Address: 1005 Treasure Lake, Dubois, PA 15801. Applicant owns licensee of WKYN(FM) St. Mary's, PA. Filed July 13.

■ **Coahoma, TX** (BPH920701MC)—Drew Ballard seeks 94.3 mhz; 3 kw; ant. 91 m. Address: 2801 Wasson Drive, Big Spring, TX 79720. Applicant owns 3 AM's and 2 FM's. Filed July 1.

■ **Kenbridge, VA** (BPED920716MA)—Seaview Communications Inc. seeks 90.9 mhz; 1 kw; ant. 62 m. Address: Rte. 1 Box 177, Kenbridge, VA 23944. Applicant is headed by John Hart, and has no other broadcast interests. Filed July 16.

■ **Ashland, WI** (BPH920716MB)—Gerald J. Hackman seeks 93.3 mhz; 100 kw; ant. 299 m. Address: 222 11th Street West, Ashland, WI 54806. Applicant has no other broadcast interests. Filed July 16.

Actions

■ **Grand Junction, CO** (BPH901220MA)—Granted app. of Blackridge Broadcasters Inc. for 104.3 mhz; 100 kw; ant. 395 ft. Address: 2712 Caribbean Dr., Grand Junction, CO 81506. Applicant is headed by Martiey Miller, and has no other broadcast interests. Action July 14.

■ **Carlsbad, NM** (BPH910904MB)—Granted app. Kolob Broadcasting Inc. for 106.1 mhz; 50 kw; ant. 150 m. Address: 1011 West Mermod, Carlsbad, NM 88220. Applicant is licensee of KCCC(AM) Carlsbad, NM. Action July 6.

■ **Westport, NY** (BPH910821MF)—Granted app. of Westport Broadcasting for 102.5 mhz; 6 kw; ant. -10 m. Address: P.O. Box 1065, Ridgefield, CT 06877. Applicant is headed by Dennis Jackson, who is 46.3% owner of licensee of WREF(AM) Ridgefield, CT. Action July 13.

■ **Essex, NY** (BPH891012MY)—Granted app. of SMK Enterprises Inc. for 101.3 mhz; .487 kw; ant. 245 m. Address: P.O. Box 967, Burlington, VT 05402. Applicant has no other broadcast interests. Action July 17.

■ **Essex, NY** (BPH891012NB)—Dismissed app. of R J Winter Inc. for 101.3 mhz; .52 kw; ant. 236 m. Address: 8 Main St., Essex Jct., VT 05452. Applicant is headed by Richard Winter, and has no other broadcast interests. Action July 17.

■ **Essex, NY** (BPH891012NF)—Dismissed app. of Paul S. Goldman for 101.3 mhz; 1.273 kw; ant. 218 m. Address: 32 Woodbine, Colchester, VT 05446. Applicant has interests in one AM and two FM's. Action July 17.

■ **Westport, NY** (BPH910822MG)—Dismissed app. of Mountainview Bcg Corp. for 102.5 mhz; .84

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,971	183	5,154
Commercial FM	4,683	950	5,633
Educational FM	1,548	296	1,844
Total Radio	**11,212**	**1,429**	**12,641**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	165	746
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**193**	**1,690**
VHF LPTV	463	138	601
UHF LPTV	804	829	1,633
Total LPTV	**1,277**	**967**	**2,244**
FM translators	1,901	383	2,284
VHF translators	2,509	72	2,581
UHF translators	2,394	373	2,767

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

In Brief

Barry Diller would receive securities with $33.3 million principal value in exchange for giving up profit participation in Fox, according to a filing made by the studio's parent company, News Corp. Securities given to the former Fox chairman are 7.5% zero coupon notes due 2002, and are non-callable by News Corp. prior to March 31, 1995. At the end of July, Diller owned almost 900,000 shares of News Corp. stock.

Maximum Service Television has again asked the FCC to reconsider its rule giving TV stations two years to apply for HDTV licenses and three years to initiate HDTV service. In July 29 reply comments, MSTV included a Darby Associates study arguing that local ad insertion equipment, new tower and programing costs could double the estimated $1.5 million transmitter costs, making for an "unfair and unrealistic" burden on small stations with revenues "a hundredfold" less than large stations. With "little or no HDTV viewing audience until the turn of the century or later," MSTV says, the FCC should delay setting deadlines until two or three years after setting a standard.

Pieter VanBennekom resigned as chief executive officer of UPI last week. Robert Kennedy, deputy chief executive, UPI parent Middle East Broadcasting Co., London, is heading up the search team for a new UPI chief executive.

Fox Broadcasting's *The Simpsons*, in the non-telecast segment of *The 44th Annual Prime Time Emmy Awards*, won six Emmys in the newly established outstanding voice-over performance category. Receiving honors were Dan Castellaneta (as the voice of Homer Simpson), Nancy Cartwright (Bart), Julie Kavner (Marge), Yeardley Smith (Lisa), Jackie Mason (Rabbi Krustofsky) and Marcia Wallace (Mrs. Krabappel).

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 19. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	10.9/217/91
2. Oprah Winfrey Show	8.7/231/98
3. Jeopardy!	8.8/213/98
4. Star Trek	8.2/244/98
5. Married...With Children	7.4/178/96
6. Entertainment Tonight	6.8/189/96
7. Cosby Show	6.3/196/97
8. Current Affair	6.1/178/98
9. Wheel Of Fortune-wknd	5.7/187/89
10. Donahue	5.4/228/99
11. Inside Edition	5.3/139/98
12. Baywatch	5.0/156/90
13. Sally Jessy Raphael	4.9/218/98
14. Love Connection	4.7/193/94
14. WKRP In Cincinnati	4.7/227/98

Two teams of U.S. companies signed an agreement to share HDTV risks and royalties if any of their three designs is adopted in 1993 as the North American advanced TV transmission standard. General Instrument Corp./Massachusetts Institute of Technology (developers of two digital systems) and AT&T/Zenith Electronics (developers of one digital system) also agreed to jointly enhance any of their HDTV systems selected by the FCC.

CNN business editor and anchor Lou Dobbs was reprimanded in a memo last week by CNN president Tom Johnson for participating in outside company management videos for which he received fees. Johnson ordered Dobbs to return the estimated $15,000 in fees he received for the work. In a separate memo, Dobbs apologized to Johnson and the CNN staff.

Warner Bros. Domestic Television Distribution has obtained the syndication rights to *Bedroom Buddies*, a half-hour romance strip created by Howard Schultz and a joint venture partnership with the Chris-Craft/United TV station group. WBDTD President Dick Robertson says a six-week test on three Chris-Craft independents, as well as some other possible affiliates and indies in metered markets, is scheduled to start Aug. 10. If the test goes well, the strip will go into a full national launch by January

TV MARTI SURVIVES ON SECOND-VOTE REVERSAL

In an unusual twist of events, the House of Representatives voted to eliminate the full $12.6 million in funding proposed for TV Marti last Thursday (July 30), but then reversed itself a few minutes later in a second vote. Bill Alexander (D-Ark.) introduced an amendment to the Commerce, Justice, State appropriations bill (H.R. 5678) to slash TV Marti, calling it "a cold war relic." The amendment passed 206-194 on the first vote. TV Marti supporters then marshaled their forces, called for a second vote and convinced enough members to change their minds to defeat the amendment, 181-215. H.R. 5678 then passed the full House, 242-153, a few minutes later. During debate on the Alexander amendment, Al Swift (D-Wash.) called the balloon-supported transmission system a "Rube Goldberg contraption...Sending television signals to Cuba that can be easily jammed does not give us another channel of communication to Cuba." TV Marti supporters argued that the jamming process is a huge expense for the Cuban government, an expense that will soon be too costly to continue. "This would be the wrong time to stop this program," said Dante Fascell (D-Fla.). **-RMS**

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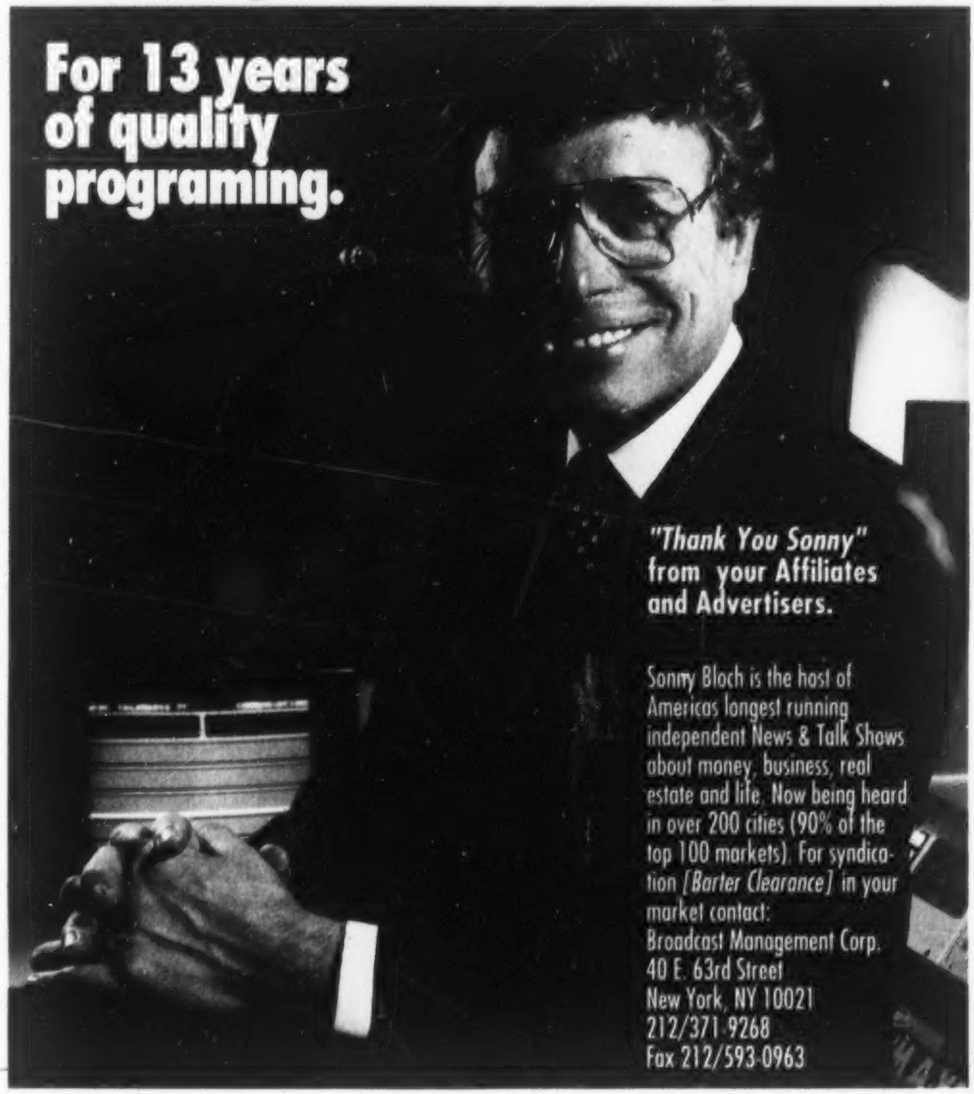
- NAB REPORTS STATE OF TV STATION PROFITS / 32



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SPECIAL REPORT
FOOTBALL '92

RADIO RULES: POLITICS OVER PRINCIPLE

By Harry A. Jessell

The pitched battle over the FCC's new radio ownership limits was about far more than just the radio ownership limits.

At stake was nothing less than the heart and soul of the FCC. Convinced that FCC Chairman Alfred Sikes's drive to loosen the ownership restrictions on TV and radio was inspired and encouraged by the White House and its deregulatory-minded Council on Competitiveness, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) vowed to derail the effort. If the FCC was going to succumb to outside influence, it was going to be his.

Blame George Bush for elevating the proceeding to a test of Dingell's sway at the agency. Sikes had made his intention to roll back the structural regulations a cornerstone of his agenda in 1990. But Dingell did not mobilize until Bush declared war on government regulation in his State of the Union address last January and asked executive branch departments and independent agencies like the FCC to refrain from adopting new regulations and look for ways to trim old ones.

Dingell immediately demanded details on meetings Sikes had with White House officials, suggesting the White House was micromanaging the agency and interfering with its "independence." He threatened repeatedly to call Sikes and the other commissioners to the Hill to testify under oath on the suspected administration role.

Dingell's communications aide David Leach told reporters last spring he hears each day from his boss on just two issues: cable legislation and the radio rules.

Ironically, aside from Bush's deregulatory call to arms, the White House apparently lent little support to Sikes. The Commerce Department's National Telecommunications and Information Administration filed comments in

Continued on page 12

This Week

RADIO ROLLBACK / 4

Responding to congressional pressure, the FCC dropped its national radio ownership caps from 30 AM/30 FM to 18/18 last week.

FALL'S HITS / 15

Agency and network handicappers pick CBS's *Hearts Afire* and *Love and War* and ABC's *Hangin' with Mr. Cooper* as hits for the fall, and they predict another CBS win.

NOT JUST FOR KIDS / 21

With a nightly prime time lineup of *The Flintstones, The Jetsons* and Warner Bros. fare, The Cartoon Network hopes to attract adult as well as kid viewers when it launches Oct. 1.

RATINGS ALTERNATIVE / 25

Reporting ratings in terms of cume within broad dayparts rather than average quarter hour, and steering clients away from cost-per-point pricing, Strategic Radio Research wants to be the Arbitron alternative.

CABLE OPPOSITES / 27

The appointment of Senator Tim Wirth as a Clinton-Gore campaign co-chairman brings two combatants from opposite sides of the cable reregulation battle—Wirth and Senator Al Gore—together under the same big tent.

CBS's* Hangin' with Mr. Cooper, *regarded as a likely fall hit (p. 15)

CABLE BOND PRICES HOLD / 31

Declining interest rates have encouraged investors to stick with cable bonds in spite of the reregulation threat. While some cable notes were off 10% following House passage of its rereg bill, MSO issues were up last week.

CASH FLOW STRONG IN '91 / 32

The NAB's annual Television Financial Report shows a majority of stations with positive cash flows in 1991, but, with interest expense and non-cash charges figured in, a third had pre-tax losses.

TV ATTRACTS STORE ADS / 34

Department store spending on local TV increased in the first half of 1992, part of a move by retailers to try alternatives to newspaper ads to stimulate sales.

SKYPIX DOWN TO EARTH / 35

Home Shopping Network took SkyPix to court last week, charging the direct-to-home satellite programer with failing to repay a $6.2 million loan.

SPECIAL REPORT: FOOTBALL '92 / 39

Professional and college football teams will receive $1.06 billion in rights fees this season, according to BROADCASTING's annual survey.

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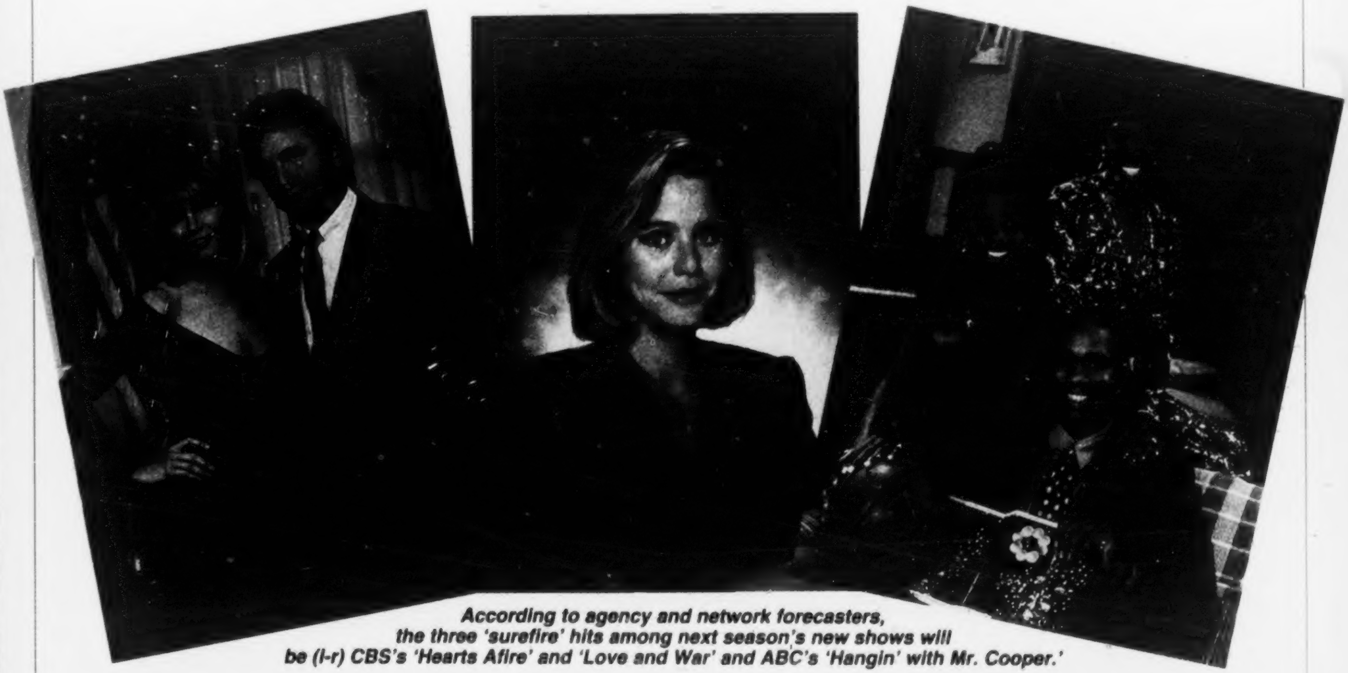
Television



According to agency and network forecasters, the three 'surefire' hits among next season's new shows will be (l-r) CBS's 'Hearts Afire' and 'Love and War' and ABC's 'Hangin' with Mr. Cooper.'

THE HITS, MISSES AND MAYBES FOR FALL

Results of survey of agency and network forecasters obtained by BROADCASTING show six hits among new series with remainder pans and possibles; CBS is everyone's guess for number one, with ABC and NBC too close to call

By Morrie Gelman

The crop of new network shows for fall will yield six hits—three of them "surefire," with the rest divided fairly evenly—among toss-ups and toss-outs. That's according to a consensus of forecasts from about a dozen ad agencies and the network sales departments.

Based on criteria that defined a hit as a show with a 22 share or better, a toss-up as everything between a 21 and 17 share, and a miss as anything below a 17 share (industry standards adjust for Fox to 65% of these levels) new season prognosticators have figured 14 toss-ups and 16 misses among the new shows (see chart, page 16).

Voted most likely to succeed among the 36 new entries to the prime time schedule are ABC's *Hangin' with Mr. Cooper* and CBS's *Love and War* and *Hearts Afire*.

The ABC newcomer, a half-hour comedy about an ex-basketball star turned teacher who lives with two female roommates (a sort of *White Shadow* meets *Three's Company*), is in a virtual can't-miss hammock between *Full House* and *Roseanne*. *Love and War* and *Hearts Afire* are both snuggled into the *Evening Shade/Murphy Brown* cocoon of the powerful CBS Monday night lineup. Starring *L.A. Law*'s Susan Dey as the new owner of a bar, *Love and War* is the closest thing to a breakout hit predicted, although there's a three-share-point difference between the 27 forecast by the agencies and the 30-share network consensus. That 30 share would improve on the 27 average achieved by ABC's *Home Improvement*, the only freshman show that was a bona fide hit. And only *60 Minutes* (36) and *Roseanne* (31) of all

Agency Summary

ABC wins	Tues., Fri.
CBS wins	Mon., Sun.
NBC wins	Wed., Thurs., Sat.
Fox wins	None

Network Summary

ABC wins	Tues.
CBS wins	Mon., Fri., Sun.
NBC wins	Wed., Thurs., Sat.
Fox wins	None

HANDICAPPING PRIME TIME

Table shows side-by-side agency/network consensus share estimates for individual programs and nightly averages.

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY	ABC 23/25			Young Indiana Jones Paramount 16/16		NFL Monday Night Football ABC Sports 27/30			
	CBS 26/28			Evening Shade MTM/CBS 25/26	**Hearts Afire*** Mozark Prods **25/26**	Murphy Brown Warner Bros 28/30	**Love and War** Shukovsky/English **26/28**	Northern Exposure Universal 26/29	
	NBC 23/23			Fresh Prince NBC Prods 23/23	Blossom Witt Thomas 20/21	NBC Monday Night Movie 23/24			
	FOX 8/9			Fox Night at the Movies 8/9				**No Programing**	
TUESDAY	ABC 24/25			Full House Paramount 25/28	**Hangin' w/Mr.Cooper** Lorimar TV **24/27**	Roseanne Carsey-Werner 30/31	Coach Universal 26/27	**Going to Extremes** Lorimar TV **18/19**	
	CBS 21/23			Rescue: 911 CBS Ent/Shapiro Prods 21/22		CBS Tuesday Movie 21/23			
	NBC 17/18			Quantum Leap Universal 16/18		Reasonal Doubts Lorimar TV 17/17		Dateline NBC NBC News 17/18	
	FOX 8/8			**Class of '96** ABC Prods **9/12**		Key West Viacom 6/11		**No Programing**	
WEDNESDAY	ABC 19/21			Wonder Years New World TV 18/19	Doogie Howser Steven Bochco 19/20	Home Improvement Disney TV 24/26	**Laurie Hill** Disney TV **19/22**	Civil Wars Steven Bochco Prods 16/18	
	CBS 19/21			**The Hat Squad** Cannell Productions **16/18**		In The Heat of The Night MGM Worldwide 18/20		48 Hours CBS News 22/25	
	NBC 21/22			Unsolved Mysteries Cosgrove-Meurer Prods 25/27		Seinfeld Castle Rock Ent 20/21	**Loved By You** Tri-Star TV **19/19**	Law & Order Universal TV 19/20	
	FOX 10/12			**The Heights** Aaron Spelling Prods **9/12**		**Melrose Place** Aaron Spelling Prods **11/13**		**No Programing**	
THURSDAY	ABC 17/17			Delta Universal 14/14	Room for Two Warner Bros 14/14	Homefront Lorimar TV 15/15		Primetime Live ABC News 21/22	
	CBS 18/20			Top Cops CBS Ent/Grosso-Jacobson 17/18		Street Stories CBS News 16/19		Knots Landing Lorimar TV 20/22	
	NBC 23/24			A Different World Carsey-Werner 23/23	**Rhythm & Blues** Twentieth TV **22/23**	Cheers Paramount 26/27	Wings Paramount 22/23	L.A. Law Twentieth TV 23/24	
	FOX 18/21			The Simpsons Gracie/Twentieth 21/24	**Martin** HBO Ind. Prod **15/18**	Beverly Hills 90210 Aaron Spelling Prods 18/21		**No Programing**	
FRIDAY	ABC 22/23			Family Matters Lorimar TV 24/24	Step by Step Lorimar TV 21/22	Dinosaurs Disney TV 19/20	**Camp Bicknell** ABC Prods **17/19**	20/20 ABC News 25/26	
	CBS 20/24			Golden Palace Witt Thomas 20/23	Major Dad Universal 21/24	Designing Women Columbia 21/24	**Bob** Paramount **21/24**	**Picket Fences** Twentieth TV **17/24**	
	NBC 14/16			Final Appeal Cosgrove-Meurer 13/17	What Happened Hearst Ent 13/17	The Round Table Aaron Spelling Prods 14/15		I'll Fly Away Lorimar TV 15/16	
	FOX 10/12			America's Most Wanted STF Prods 12/14		Sightings Paramount 9/11	Likely Suspects Four Point Ent 9/10	**No Programing**	
SATURDAY	ABC 15/16			Covington Cross Reeves Ent. Group 13/15		Crossroads Lorimar TV 14/15		The Commish Cannell Prods/ABC Prods 18/19	
	CBS 14/16			Frannie's Turn Carsey-Werner 14/15	Brooklyn Bridge Paramount 15/15	Dr. Quinn, Medicine Woman CBS Ent 13/16		Polish Hill Warner Bros 14/16	
	NBC 21/22			**Here and Now** NBC Prods **20/20**	**Out All Night** NBC Prods **19/20**	Empty Nest Witt Thomas-Harris 24/26	Nurses Witt Thomas-Harris 22/23	**Sisters** Lorimar TV **19/21**	
	FOX 13/15			Cops Barbour/Langley 14/15	Cops Barbour/Langley 15/16	Code 3 Barbour/Langley 13/14	**The Edge** Tri-Star **10/13**	**No Programing**	
SUNDAY	ABC 19/19	Life Goes On Warner Bros TV 15/16		Funniest Videos Vin DiBona/ABC 20/19	Funniest People Vin DiBona/ABC 19/18	ABC Sunday Night Movie 20/21			
	CBS 27/26	60 Minutes CBS News 34/35		Murder, She Wrote Universal 25/26		CBS Sunday Night Movie 24/26			
	NBC 16/17	Secret Service NBC/Grosso-Jacobson 11/12		I Witness Video NBC News 14/15		NBC Sunday Night Movie 20/21			
	FOX 14/16	**Great Scott** Castle Rck **9/12**	**Ben Stiller** HBO Ind. **10/12**	In Living Color Twentieth TV 18/20	Roc HBO Ind. Prods 14/18	Married W/Children Columbia Pic TV 18/20	Herman's Head Witt Thomas-Harris 14/16	Flying Bird Viacom 9/11	Woops Witt Thomas-Harris 7/9

New series forecasts have been highlighted—

HIT
TOSS-UP
MISS

prime time series in the 1991-92 season topped a 30-share average.

Hearts Afire stars John Ritter, a proven TV audience draw, playing opposite Markie Post (ex-*Night Court*) as a Washington couple with conflicting political views. Both these highly touted new CBS shows are out of winning stables. *Love and War* is from Diane English and Joel Shukovsky, creators of *Murphy Brown*. The Ritter project comes from the Mozark house of Linda Bloodworth and Harry Thomason, creators of *Designing Women* and *Evening Shade*.

Since program audience forecasting is largely done by committee, there are few if any long-shot players to be found. Following form in program forecasting, new shows going into the most protected time periods are picked as the most likely winners. As in horse racing, program handicappers pay a lot of attention to bloodlines and track records.

The new half-hour *Rhythm & Blues* (about a white disk jockey at an all-black radio station) is embraced by NBC's two Thursday night hits, *A Different World* and *Cheers*. Again, the consensus of executives picking winners and losers at agencies and networks is that it is safe to call this NBC show a likely hit.

The new Fox Broadcasting series picked as the best bet to succeed is *Martin*, strategically placed in a Thursday time period with *The Simpsons* as lead-in. This series, from HBO Independent Productions, stars stand-up comedian Martin Lawrence as a radio talk show host.

The return of sitcom veteran Bob Newhart, this time in a half-hour comedy, *Bob*, playing a comic book artist, is the third CBS contender with "hit" probability, according to the survey. Not only does Newhart carry his own solid credentials, but his show benefits from the Friday night lead-ins of three established series in *Golden Palace*, *Major Dad* and *Designing Women*.

With a predicted strong Friday night as only one of its strengths, CBS, according to agency and network share estimates, will win the season. Consensus forecasts have CBS as the undisputed choice to be the leader in audience shares across the entire 1992-93 prime time schedule of 22 hours each for ABC, CBS and NBC and 16 hours for Fox Broadcasting.

The choice is not so clear when it comes to projecting the second place network. Agency handicappers and forecasters from the networks see a virtual lock between ABC and NBC, projecting an average 20 share each.

The agency consensus has ABC winning Tuesday and Friday nights, CBS the leading network on Monday and Sunday, and NBC taking three nights of the week—Wednesday, Thursday and Saturday.

The network consensus agrees about NBC, but estimates CBS taking Friday from ABC with a 24-share point average as compared with a 20. That's one of the more striking differences of opinion between the networks and the agencies and because of it the network projection is for CBS to win three nights of the week along with NBC, leaving ABC only with a Tuesday night win.

> *Since program audience forecasting is largely done by committee, there are few if any long-shot players to be found. Following form in program forecasting, new shows going into the most protected time periods are picked as the most likely winners.*

It's also significant that while for the Big Three there is almost no spread between buyers' and sellers' estimates, when it comes to Fox there is a 27% higher expectation by networks than agencies.

The Friday night CBS division of opinion between network pickers and agencies and the disparity when it comes to Fox stands out because the two sets of forecasts for the new season are, for the most part, largely in sync. These differences deserve some exploration.

It's clear from the time-period-by-time-period estimates of shares that forecasters at CBS and the other networks believe the pickup of *Golden Palace* (formerly *Golden Girls*) from NBC and the shifts from Monday to Friday night of *Major Dad* and *Designing Women* are going to pay off.

The consensus estimates CBS averaging a 24 share for Friday and the lineup making probable hits of two new shows, *Bob* and *Picket Fences* (a drama about a small-town Wisconsin sheriff and his doctor wife).

By sharp contrast, the agency consensus isn't as high on either of these shows, dragging *Fences* down to a borderline "toss-up" while allowing *Bob* to retain its "hit" status. This same consensus indicates that ABC, highlighted by a smashing *20/20* performance, will eke out a Friday night victory.

The Fox discrepancy is less easily pinpointed. It could be that the shares for more Fox shows may have been estimated largely sight unseen, based on workshop demonstrations or presentation tapes in lieu of pilots. It also could be that the target demo at which Fox aims—the younger, harder-to-reach viewer—may make agencies cautious (or pessimistic) because they have had less experience making such audience estimates.

Since Fox shows generally are more off-the-wall (*The Simpsons* and *In Living Color* are examples), audience reaction to them is more difficult to peg, and agencies, who are the buyers, tend to be more cautious in their assessment. The networks, who are the sellers, while not necessarily "cooking the books," may see more Fox potential than the agency estimators.

The misses

Among those figured to have the least chance of succeeding in the upcoming season, Fox's *Key West* (sultry nights, beautiful women and eccentric characters) is deemed to be the longest of the longshots. Fox shows occupy the four bottom rungs of the "miss" category.

NBC's *Secret Service* gets the longest odds among NBC fare; *Dr. Quinn, Medicine Woman*, which was the likely bottom show for CBS, appeared to prove that out as the network pulled it from the fall schedule last week (see story, page 18), and three debuting ABC programs all get 14 share consensus averages: *Covington Cross*, *Room For Two*, and *Delta* (the new Delta Burke vehicle).

NBC is still looking for the key to Friday night. The network dropped its previously announced leadoff comedies *Glory Boys* and *The Powers That Be* in the 8-9 p.m. hour in favor of two half-hour reality series, *Final Appeal: From the Files of "Unsolved Myster-*

ies" and *What Happened?*

Agency and network forecasters don't believe that will be enough, giving *Final Appeal* a 16 average share and *What Happened?* a 14.

All three CBS Saturday night newcomers wind up in the "miss" category, according to both agency and network estimations. *Frannie's Turn*, the now-on-hiatus *Dr. Quinn, Medicine Woman* and *Polish Hill* show a remarkable consistency, averaging in the 14-15 share range.

Of the 36 new shows on the 1992-93 prime time schedule, 11 are from Fox, 9 each are from CBS and NBC, and 7 are from ABC. Fox, expanding to six nights from four in September, is coming in with the most hours of new programing—7½. Among the Big Three, CBS has scheduled 6½ hours, of new shows, followed by NBC with 6 hours and ABC with 5. ■

Morrie Gelman, veteran Hollywood reporter for BROADCASTING *and other publications, is now president of Ventures in Media, a Los Angeles-based information packaging and market research company.*

CBS'S 'RAVEN' FLIES FOR FALL

By Steve Coe

Lee Majors is in and Jane Seymour is out as the two veteran television actors saw their fortunes shift last week when CBS inserted the former onto the fall schedule and put the latter on mid-season status.

Dr. Quinn, Medicine Woman, starring Seymour, was to have debuted in the fall on Saturday nights from 9-10 but instead will be put on the shelf and debut later in the season. The show was pulled to allow the network to capitalize on the momentum that has been building this summer around *Raven*, starring Jeffrey Meek and Lee Majors. The show has been airing in the Wednesday 9-10 slot but will move to *Dr. Quinn*'s Saturday 9-10 time period effective Sept. 26. *Raven* has been averaging a 10.5/19 share in its five airings on a highly competitive Wednesday night.

CBS also announced the premiere dates of its fall schedule last week with the network's new season beginning the week of Sept. 14.

Monday

8-8:30....... *Evening Shade* (Sept. 21)
8:30-9.......... *Hearts Afire* (Sept. 14)
9-10.......... *Murphy Brown* (Sept. 21 special one-hour episode)
10-11... *Northern Exposure* (Sept. 28)

Tuesday

8-9.............. *Rescue: 911* (Sept. 15)
9-11.......... *CBS Tues. Night Movie**

Wednesday

8-9:30....... *The Hat Squad* (Sept. 16, special 90-minute premiere)
9-10....... *Heat of the Night* (Oct. 28)
10-11............... *48 Hours* (ongoing)

Thursday

8-9.................. *Top Cops* (ongoing)
9-10........... *Street Stories* (ongoing)
10-11......... *Knots Landing* (Oct. 29)

Friday

8-8:30....... *Golden Palace* (Sept. 18)
8:30-9............ *Major Dad* (Sept. 25)
9-9:30... *Designing Women* (Sept. 25)
9:30-10................. *Bob* (Sept. 25)
10-11......... *Picket Fences* (Sept. 25)

Saturday

8-8:30....... *Frannie's Turn* (Sept. 19)
8:30-9..... *Brooklyn Bridge* (Sept. 19)
9-10..................... *Raven* (Sept. 26)
10-11............ *Polish Hill* (Sept. 26)

Sunday

7-8............... *60 Minutes* (ongoing)
8-9...... *Murder, She Wrote* (Sept. 27)
9-11........... *CBS Sun. Night Movie**

* CBS did not respond.

ADDRESS CHANGE FOR '90210'

Show will remain paired with 'Melrose' on Wednesday nights

By Steve Coe

In a move that insures the new Fox series *The Heights* will get generous sampling and that also allows the pairing of *Beverly Hills, 90210* and *Melrose Place* to remain intact, the network has adjusted its Wednes-

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Broadcasting's Ratings Week Jul 27-Aug 2

	ABC	CBS	NBC	FOX
MONDAY	8.0/14	8.0/14	21.3/36	NO PROGRAMING
8:00	14. Home Improvmt 10.1/19	38. Evening Shade 7.4/14	3. Summer Olympics 19.7/36	
8:30	19. Happy Days Reunion 9.1/15	42. Major Dad 7.1/12		
9:00		27. Murphy Brown 8.3/14		
9:30		50. Grapevine 6.4/10		
10:00	61. MTV 10 5.3/9	17. Northern Exposure 9.3/16		
10:30				
TUESDAY	10.7/18	10.8/18	21.0/35	NO PROGRAMING
8:00	14. Full House 10.1/19	31. Rescue: 911 8.1/15	2. Summer Olympics 20.5/37	
8:30	9. Home Improvmt 12.2/21			
9:00	8. Roseanne 13.9/22	9. CBS Tuesday Movie—Conspiracy of Silence, Pt. 2 12.2/20		
9:30	12. Coach 11.1/17			
10:00	25. Homefront 8.5/14			
10:30				
WEDNESDAY	6.3/11	8.2/14	20.0/34	8.4/14
8:00	42. Wonder Years 7.1/13	40. Forbes 400 7.3/13	4. Summer Olympics 18.9/35	20. Beverly Hills 90210 8.8/16
8:30	45. Wonder Years 7.0/12			
9:00	42. Doogie Howser 7.1/12	25. Raven 8.5/14		34. Melrose Place 8.0/13
9:30	50. Doogie Howser 6.4/10			
10:00	62. Civil Wars 5.2/9	20. 48 Hours 8.8/15		
10:30				
THURSDAY	6.4/11	8.2/14	23.6/40	7.0/12
8:00	53. Who's the Boss? 6.3/12	37. Top Cops 7.8/14	1. Summer Olympics 22.3/40	34. Simpsons 8.0/15
8:30	55. Growing Pains 6.1/11			59. Parker Lewis 5.5/10
9:00	64. Homefront 4.9/8	29. Street Stories 8.2/13		41. Beverly Hills 90210 7.2/12
9:30				
10:00	31. Primetime Live 8.1/13	23. Bodies of Evidence 8.6/14		
10:30				
FRIDAY	8.0/15	6.8/13	18.4/35	4.6/9
8:00	27. Family Matters 8.3/17	54. CBS Friday Movie—Coopersmith 6.2/12	7. Summer Olympics 16.9/34	60. America's Most Wanted 5.4/11
8:30	22. Family Matters 8.7/17			
9:00	46. Dinosaurs 6.9/13			69. Sightings 4.5/9
9:30	48. Perfect Strangers 6.7/12	38. Memories of M*A*S*H 7.4/14		75. Hidden Video 2 3.2/6
10:00	23. 20/20 8.6/16			
10:30				
SATURDAY	5.1/10	4.6/9	19.1/39	5.0/10
8:00	71. MacGyver 4.1/9	69. CBS Saturday Movie—Sherlock Holmes: Prince of Crime 4.5/9	5. Summer Olympics 18.3/39	62. Cops 5.2/12
8:30				57. Cops 2 5.8/12
9:00	66. Human Target 4.8/9			58. Code 3 5.7/11
9:30				75. Vinnie & Bobby 3.2/6
10:00	50. The Commish 6.4/12	64. Jake and the Fatman 4.9/9		
10:30				
SUNDAY	7.9/15	10.2/18	18.4/33	5.6/10
7:00	74. Life Goes On 3.6/8	11. 60 Minutes 11.6/25	6. Summer Olympics 18.1/34	73. Bill & Ted 3.7/8
7:30				72. True Colors 3.8/8
8:00	34. Am Fun Hme Vid 8.0/15	13. Murder, She Wrote 10.4/19		47. In Living Color 6.8/13
8:30	31. Am Fun People 8.1/14			56. Rachel Gunn, R.N. 6.0/11
9:00	16. ABC Sunday Night Movie—Stephen King's "It", Pt. 1 10.0/17	17. CBS Sunday Movie—To Be the Best, Pt. 1 9.3/15		29. Married w/Childn 8.2/13
9:30				49. Herman's Head 6.6/11
10:00				67. Down the Shore 4.7/8
10:30				68. Stand by Your Man 4.6/8
WEEK'S AVGS	7.5/13	8.2/15	20.2/36	6.0/11
SSN. TO DATE	11.3/19	12.5/21	11.7/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting

Business

CABLE BONDS HOLD UP, DESPITE POSSIBILITY OF REREGULATION

MSO's load up on cheaper debt; future competition still seen posing difficulties

By Geoffrey Foisie

Billions of dollars in cable debt have held up well over the past few weeks, despite the specter of reregulation. Many bonds—those issued by operators with manageable debt—have even gone up in price. If reregulation does occur, most large MSO's are in better financial shape to weather a revenue slowdown than a year ago.

While some cable notes were off by 10% or more following the House's recent passage of legislation, many of the MSO issues were up in price. Mark Grotevant, a securities analyst for Shearson Lehman, said issues from Viacom, Comcast, Century Communications and Continental Cablevision were all up at least a dollar over the past month. Some of the more highly leveraged MSO's, including Cablevision Industries and Cablevision Systems, have had price declines. The latter's price weakness may reflect investor concern about Cablevision Systems' $50 million exposure to losses from the Triplecast and its exposure to potential DBS investment.

One reason investors have stood by cable debt is that declining long-term interest rates make these high-yield securities attractive. Meanwhile, lower interest rates have encouraged many MSO's to issue new debt, taking the proceeds and buying back existing debt bearing a higher coupon interest rate.

Bob Kricheff, head of high-yield research for First Boston, said in a recent report that eight of the nine major U.S.-based MSO's have refinanced, and the total industry has replaced over $1 billion in existing high-yield debt with notes bearing interest rates roughly four percentage points below the old debt. New cable debt this year, roughly $3.8 billion, has accounted for one of every six dollars in total U.S. high-yield proceeds so far this year.

MSO's have also renegotiated bank agreements at better terms and, in some cases, attracted additional equity investments. The net financial result, said Kricheff, is "some combination of lowered interest expense, lowered amortization schedules, increased liquidity and longer overall maturities in their debt structures."

Financial engineering is only part of the MSO story, said Kricheff. He said cable operators' profit margins will continue to improve, with better plant helping reduce maintenance and service costs.

But Wall Street is not completely ignoring the potential impact of potential reregulation. Grotevant said that whereas the costs of retransmission fees would likely be passed to the consumer, the access of third parties to cable programing would likely spur additional investment by the industry's competitors, such as DBS. That, in turn, said Grotevant, might force cable operators themselves to invest more than they would otherwise: "...it implies continued levels of investment to higher channel capacity and addressability, and that may limit credit quality improvement to some operators. Therefore, our net investment outlook is that capital expenditures will restrain credit but the better capitalized larger cable companies should be able to do well." ■

CABLE DEBT ISSUED TO DATE IN 1992

Company	*Type of offering*	*Amount (millions)*	*Interest Rate*	*Maturity Date*
Cablevision Industries Corp.	**Sr.Nts.**	**300.0**	**10.750%**	**01/30/02**
Tele-Communications Inc.	**Sr. Debs.**	**600.0**	**9.800%**	**02/01/12**
Century Communications Corp.	**Sr.Nts.**	**200.0**	**9.750%**	**02/15/02**
Viacom International Sr.	**Sub.Gtd.Nts.**	**150.0**	**9.125%**	**08/15/99**
Cablevision Systems Corp.	**Sr.Sub.Nts.**	**275.0**	**10.750%**	**04/01/04**
Tele-Communications Inc.	**Sr.Nts.**	**200.0**	**9.250%**	**04/15/02**
Tele-Communications Inc.	**Sr.Debs.**	**150.0**	**10.125%**	**04/15/22**
Rogers Communications	**Sr.Debs.**	**250.0**	**10.875%**	**04/15/04**
Adelphia Communications Corp.	**Sr.Nts.**	**400.0**	**12.500%**	**05/15/02**
Viacom International	**Sr.Sub.Rcst.Nts.**	**100.0**	**8.750%**	**05/15/01**
Continental Cablevision	**Sr.Sub.Debs.**	**300.0**	**11.000%**	**06/01/07**
Continental Cablevision	**Sr.Sub.Nts.**	**100.0**	**10.625%**	**06/15/02**
Tele-Communications Inc.	**Sr.Debs.**	**100.0**	**9.875%**	**06/15/22**
Comcast Corp.	**Sr.Sub.Nts.**	**300.0**	**10.625%**	**07/15/12**
Jones Intercable	**Sr.SubDebs.**	**160.0**	**11.500%**	**07/15/04**
Rogers Cablesystems	**Sr.Sec'd Nts.**	**250.0**	**9.625%**	**08/01/02**

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WFTW(AM)-WKSM(FM) Fort Walton Beach, Fla. □ Sold by Specter Broadcast Corp. to New South Communications Inc. for $1 million cash. **Seller** is headed by John K. McGill and Stephen J. Hannon, and has no other broadcast interests. **Buyer** is headed by F.E. Holladay, and also owns WZHT(FM) Troy, Ala.; KMLB(AM)-KJLO(FM) Monroe, La., WSYE(FM) Houston and WALT(AM)-WOKK(FM) Meridian, both Mississippi. WFTW has news/talk format on 1260 khz with 2.5 kw day and 106 w night. WKSM has adult rock and roll format on 99.5 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Media Venture Partners.*

WPZA(AM)-WAMX(FM) Ann Arbor, Mich. □ Sold by Washtenaw Broadcasting Co. to MW Blue Partnership for $750,000. **Seller** has no other broadcast interests. **Buyer** is owned by assignor, which is 33% general partner, and limited partner WSJM Inc. (67%), and headed by Robert Murthum and Gayle Olson, respectively. Murthum has interests in WSJM(AM)-WIRX(FM) St. Joseph, Mich., and in permittee of KZDC(FM) Willard, Mo. WPZA has AC format on 1050 khz with 5 kw day and 500 w night. WAMX has jazz format on 107.1 mhz with 3 kw and antenna 260 feet above average terrain.

WGLB-AM-FM Port Washington, Wis. □ Sold by WGLB Inc. to Wisconsin Great Lakes Broadcasting Inc. for $300,000. **Seller** is headed by Howard J. Fuys, and has no other broadcast interests. **Buyer** is headed by Mark Heller, who has 40% interest in WTRW(AM) Two Rivers, Wis. WGLB(AM) has big band format on 1560 khz with 250 w day. WGLB-FM has new AC format on 100.1 mhz with 3 kw and antenna 180 feet above average terrain.

For other proposed and approved sales see "For the Record," page 55.

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's □ **$0** □ **0**
FM's □ **$10,000** □ **1**
AM-FM's □ **$2,250,000** □ **3**
TV's □ **$0** □ **0**
Total □ **$2,260,000** □ **4**

1992 to Date:
AM's □ **$134,994,163** □ **134**
FM's □ **$148,312,409** □ **143**
AM-FM's □ **$198,108,346** □ **99**
TV's □ **$1,184,301,620** □ **39**
Total □ **$1,665,716,538** □ **415**

For 1991 total see Jan. 27, 1992 BROADCASTING.

STATION SALE FALLS THROUGH

Force II Communications' bid for KKCW(FM) Portland, Ore., from Trumper Communications for $21 million ("Changing Hands," Jan. 20) fell through after missing the June 30 deadline to close on the deal, according to Force II's Norman Feuer.

"It was a matter of financing and timing," Feuer said. "We thought we could do a bridge loan until we put all the pieces together, and the bridge money has dried up." He added that it was in the best interests of the station and staff not to seek an extension.

The station was to be part of the merger of Robert F.X. Sillerman's broadcast interests (BROADCASTING, March 23), consolidating with Force II and Capstar Communications to form CF Media, which is expected to be complete by Oct. 31.

"It's still not easy out there," Feuer said. "We can all see signs of the economy improving, and yet the bottom line is this isn't where it should be. It's the same thing for the financial climate." -JS

SOLD!

WFTW-AM/WKSM-FM, Ft. Walton Beach, Florida has been sold by Specter Broadcasting Corporation, to New South Communications, Inc., Frank E. Holladay, President for $1,000,000.

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Advertising & Marketing

BLACK CLOUD OVER RETAIL HAS SILVER LINING FOR LOCAL TV

Year-to-date spending up 21% over last year as stores turn to TV to attract customers

By Sharon D. Moshavi

Department store advertising spending on local TV increased for the first half of 1992, despite a continued slump in the retail market. Oddly enough, the weakness of the economy has contributed to that increase. With retailers desperately trying to attract customers, some are turning to television advertising, a vehicle they may not have used before.

According to data compiled by Arbitron's MediaWatch, department store spending on local and spot television was $51.5 million in the second quarter, an increase of 17.3% over the same period last year. Year-to-date spending has increased more than 21%, to $83.9 million.

In contrast, department store newspaper advertising is down 7% to 8% this year, according to analyst Joseph Ronning of Brown Brothers Harriman. A small part of it seems to be caused by increased expenditures on local and spot TV.

In pure dollars, newspaper expenditures by department stores drastically outweigh those for local television. For example, Macy's spent $160 million on newspaper advertising in 1991, compared to $13.5 million for spot TV, according to the Standard Directory of Advertisers. While there is little danger that TV will erode a large part of the newspapers' base, the possibility exists for a significant increase in retail broadcast spending.

The reason is that "there has been a more prevailing view over the past few years that retailers have to try something new to stimulate sales," says Steve Kernkraut, an analyst for Bear Stearns. Also, newspaper readership has decreased, encouraging retailers to look for other mediums, according to Kernkraut.

It is notable that spending is up for the first half of the year, considering that Macy's, one of the largest department stores, filed for bankruptcy protection in January and has cut TV spending by 43%. But some other large chains have increased spending. Sears spent $18.8 million on local and spot TV the first six months of 1992, an 82% increase over the period last year. Montgomery Ward raised its spending 243% to $17.9 million for the first half of 1992, and has made a "big, big" spot buy for the third and fourth quarters, according to Kathy Saunders, general sales manager, KDAF(TV) Dallas.

Many department store chains with smaller budgets also increased TV spending this year. Stores such as Burdine's in Florida, Strawbridge & Clothier in Philadelphia and May Co. in Chicago have spent more than $1 million each so far this year on TV (see chart), up significantly from the same six months last year.

According to Strawbridge's Burt Chapman, director of advertising, previous lower-level spending has been because "we, like a lot of other full-line department stores with a dominance in print, have not really utilized TV the way we should." The weak economy is changing attitudes. "The answer why is obvious: when things are difficult, people are more open to change," he says.

The results of using more TV have been "mixed," according to Chapman. At least for the rest of the year, Strawbridge will continue its beefed-up TV spending and, after that, will evaluate its effectiveness.

Local TV is also starting to see increased spending, although to a lesser degree, from discount department stores. Those chains, which have not been as hard hit by the recession as retail department stores, are generally even more dependent on newspaper advertising and circulars. According to Arbitron's MediaWatch, local and spot TV spending by discounters was $40.6 million for the first six months of the year, up 17.9% over the first half of 1991.

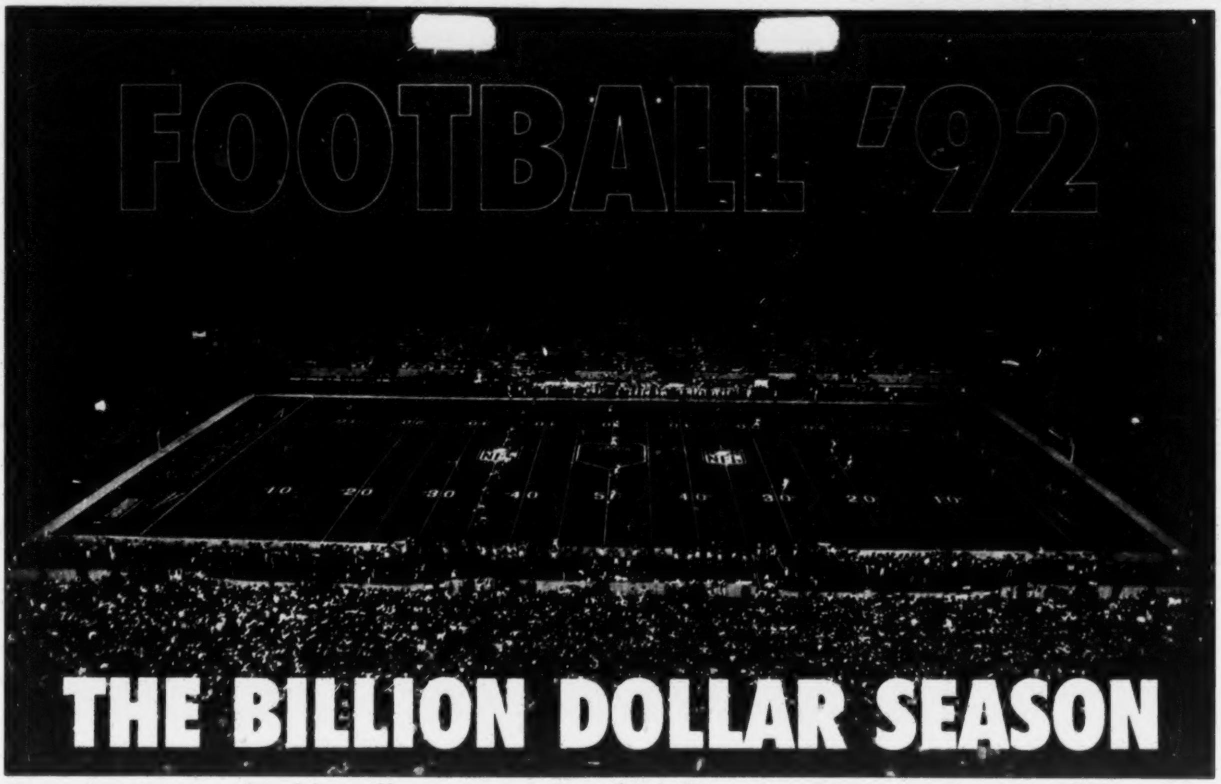
Wal-Mart, with the largest budget, spent $11.9 million on local and spot TV advertising the first half of the year, a 20% increase over the same period last year. K-Mart spent $7.8 million, an increase of 24%. Marshall's was up 120%, to $2.1 million for the first six months. And Ames Department Stores went from nearly nonexistent TV spending in the first half of 1991 to expenditures of $5.3 million for the first half of the year.

What happens with TV department store advertising the rest of the year does not seem to be contingent on improvement in the economy. But if the first half of the year is prologue for the second, a bad economy might continue to bring department store advertising to television. ■

DEPARTMENT STORES IN LOCAL ADVERTISING

Store	*Jan.-June 1992*	*% Change from Jan.-June 1991*
Sears	**$18,824,000**	**82%**
Montgomery Ward	**17,934,600**	**243%**
Macy's	**8,491,700**	**-43%**
Mervyn's	**6,509,300**	**1%**
J.C. Penney	**1,893,500**	**-4%**
May Co.	**1,447,600**	**29%**
Broadway	**1,010,400**	**-37%**
Burdine's	**1,220,000**	**163%**
Strawbridge	**1,137,600**	**75%**
Abraham & Strauss	**962,000**	**-34%**
Marshall Field's	**928,700**	**6%**
Woodward & Lothrop	**376,800**	**90%**
John Wanamaker	**371,000**	**38%**

Source: Arbitron's MediaWatch



FOOTBALL '92

THE BILLION DOLLAR SEASON

Broadcasting and cable will pay more than $1 billion for pigskin action this fall; BROADCASTING market survey shows $49 million will come from local radio

By Steve McClellan

No one knows what the final standings will be, but the professional and major college football teams will all be winners this season in one sense. They will get to divvy up more than $1.06 billion in payments for TV and radio rights to their games.

The breakdown: about $923 million in network payments to the National Football League, $91 million for college and World League TV pacts, $11 million for local preseason NFL broadcast TV rights and, according to an exclusive BROADCASTING market-by-market survey, $49 million for local radio rights (see chart, pages 40-41).

The survey shows radio payments up 18% from a year ago, when the rights totaled $41,398,000, according to league-supplied evidence in an antitrust suit brought against it by the New York Jets' Freeman McNeil.

Also up 18% are 1992 payments for national NFL rights. Those for TV college pacts and local TV preseason NFL are roughly comparable to last year.

BROADCASTING's 1992 radio figures, based on dozens of interviews with broadcast and team executives and other sources, represent a 38% increase from 1990, when the NFL teams earned $35,427,000 in local radio rights fees, according to data supplied by the league in the McNeil case. The 1990 total was down slightly from the $37.2 million in radio rights earned in 1989, according to the league's market-by-market breakdown of radio revenues for the year.

The Chicago Bears are now tops in the NFL for local radio rights, which for 1992 will total a minimum of $4 million. WGN(AM) is the Bears' rightsholder. There's a tie for second place, with the Dallas Cowboys and the Washington Redskins earning $3.5 million from radio rights to their games. The Cowboys are carried by KVIL(AM).

The Redskins will be carried by WTEM(AM) and co-owned WGMS(FM), which shook up the Washington market earlier this year, outbidding longtime Skins rightsholder WMAL(AM) (see story, page 25). Rounding out the top five are the Los Angeles Raiders, which will earn $3.1 million from KFI(AM), and the New York Giants, which will earn about $2.5 million in a deal with WNEW(AM).

Rightsholder WGN and the Bears signed a new deal effective with the 1992 season. The estimated $4 million per year the Bears will earn was what it took for the incumbent to fend off an aggressive bid for the Bears by WLUP(AM). The winning bid from WGN is a revenue-sharing deal with a guaranteed minimum.

Clearly WLUP's interest helped the Bears get a record bid from WGN. And according to WLUP(AM) general manager Larry Wert, the station's interest in the Bears has not abated. "We took a real hard look, and we'll continue to work hard to win the confidence of that franchise," said Wert, indicating that the station would make another bid in three years when the contract is up again.

In 1989, Dallas was tops in the radio rights category, with a deal that brought in slightly over $3 million that year. Washington was second with over $2.7 million in payments from radio, and the Los Angeles Raiders were third with over $2.5 million. Rounding out the top five were Chicago, $2.4 million and San Francisco, $2.3 million.

Four years ago the bottom five in the radio rights category were New England ($205,000); Houston ($352,000); Green Bay ($560,000); Indianapolis (653,000), and Buffalo (708,000).

The average radio rights fee for 1992 is $1.75 million. In 1991, according to numbers supplied by the league in the McNeil case, the average local radio revenue per team was $1,479,000. In 1989, the average radio rights fee was about $1,330,000.

Local preseason television rights are all over the lot, but in most cases are far below the values of the radio rights in those markets. The number of games available in a given market varies from one to four, depending on how many games are picked up for network carriage.

But at least up to this year, local preseason TV rights appear to be growing despite the tough advertising sales environment. The league has supplied numbers in the McNeil case indicating that local preseason TV rights in 1989 totaled a little more than $8.3 million or an average of roughly $298,000 per team. In 1990, those revenues totaled $11,022,000 and grew slightly in 1991, to $11,192,000, for an average of about $400,000 per team.

In 1989, according to court records, local preseason rights per team ranged from zero, in the case of the Minnesota Vikings, to over $1.2 million for the Denver Broncos.

Reached last week, Roger Ogden, general manager of KCNC-TV Denver, said he thought that number was high, but did acknowledge that Denver radio and preseason television rights tend to be among the highest in the country, due to local enthusiasm and ratings for the Broncos. (A Broncos-Cleveland Browns game holds a Nielsen record 90 share for a local telecast.)

In conversations with the team and station executives, it appears that preseason television rights for 1992 haven't gone up this year, and may have dropped slightly given the difficult sales environment, especially for televised sports. Execs were reporting per-game rights fees of between $50,000 and $150,000, depending on market size.

Meanwhile, rights fees for national broadcasts to NFL and college football games are tied to multiyear pacts that kicked in a year or two ago. The big three and TNT and ESPN are entering the third year of four-year pacts with the NFL. Combined, the five networks are putting up $3.65 billion for NFL rights over four seasons.

CBS is paying $1.060 billion, or about $265 million on average per year. However, the contracts are structured so that all the networks pay less per year in the early part of the contract and more in the latter part of the pact.

ABC is paying $900 million over

THE 1992 LOCA

NATIONAL FOOTBALL CONFERENCE

	TV				RADIO				
Team	Flagship	# of TV preseason games	# of stations in network	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	1989 rights in millions	1992 rights million
EASTERN DIVISION									
Dallas Cowboys	KDFW-TV[1]	4	24	—	KVIL(AM)	103	2/5	$3.1	$3.5
New York Giants	WPIX(TV)	3	0	1/1	WNEW(AM)	30+	4/6	$1.8	$2.5
Philadelphia Eagles	KYW-TV	3	1	4/5	WYSP(FM)	17	1/4	$1.2	$2.0
Phoenix Cardinals	KTVK(TV)	4	0	2/3	KTAR(AM)	15	5/6	$1.2	$.7
Washington Redskins	WTTG(TV)	3	9	N/A	WTEM(AM) WGMS-FM	93	N/A	$2.8	$3.5
CENTRAL DIVISION									
Chicago Bears	WMAQ(TV)[2]	2	9	—	WGN(AM)	60-70	1/3	$2.4	$4.0[3]
Detroit Lions	WKBD(TV)	4	4	1/1	WWJ(AM)	43	1/3	$.7	$1.5
Green Bay Packers	WBAY-TV	4	3	3/3	WTMJ(AM)	51	N/A	$.6	$.7
Minnesota Vikings	WCCO-TV	3	0	1/1	KEEY-FM	92	2/3	$1.2	$1.5
Tampa Bay Buccaneers	WTOG(TV)	4	1	1/3	WQYK(AM)	30	2/5	$.7	$1.0
WESTERN DIVISION									
Atlanta Falcons	WSB-TV	4	0	1/3	WSB(AM)	79	1/3	$.9	$1.4
Los Angeles Rams	KCBS-TV	3	0	1/3	KMPC(AM)	20	3/4	$1.6	$2.0
New Orleans Saints	WWL-TV	1	4	11/12	WQUE(AM)	60	1/3	$.8	$1.0
San Francisco 49ers	KPIX(TV)	3	6	3/4	KGO(AM)	50	3/3	$2.3	$2.3

[1] Cowboys retain rights, sell time and place telecast on 25 stations, including KDFW-TV.
[2] Bears retain rights, sell time and place telecasts on 10 stations, including WMAQ-TV, which is in second year of three-year deal to produce games.
[3] Bears expect to net estimated $4 million a year under three-year revenue-sharing deal with WGN.

N/A—Not Available

the life of the pact for *Monday Night Football*, and NBC is paying $872 million. ESPN and TNT will pay $409 million each.

According to the league, it received $782,873,000 in network television rights payments in 1991, or $27,960,000 per team. That figure is expected to jump 18% to $923,790,000, or $34 million per team.

The networks have all said they will not make any money on the existing contracts and earlier this year proposed to the league a $200 million rebate from the current contract, in exchange for a two-year rights extension that would cover the 1994 and 1995 seasons. In April, the team owners, by a narrow margin, voted to shelve the plan until later in the year, hoping for some signs of life in the economy in the meantime.

But network executives say privately that the team owners better think seriously about significant relief for the networks from the current contract, or they can expect to face drastically reduced rights offerings for the next round of contract talks.

"The plan on the shelf makes sound business sense," said one network executive.

"If the owners don't address it—and many are in favor of it, including the league front office—then the rights for 1994 and '95 are going to be affected."

Meanwhile the sports marketplace remains a buyer's market due to an overabundance of inventory for sports generally, coupled with the bearish economy. "There are still an awful lot of rating points looking for money to support them," said Jerry Dominus, executive vice president, J. Walter Thompson.

"The automotive category may be a little healthier for sports, but past that I'm not aware of any major category growth."

Other agency executives agreed. However, several reported that Turner was setting the pace with its NFL package and, with aggressive pricing, was close to selling out.

Pricing on *Monday Night Football* is about flat compared with last year, with units going for around $258,000. According to Marvin Goldsmith, president, sales and marketing for ABC-TV, *MNF* is close to 80% sold.

"Given the current environment, we are quite pleased with sales for both *Monday Night Football* and the college package," which includes both the College Football Association and the Big 10-Pac 10, said Goldsmith.

Based on the strong performance of ABC's college ratings last year, the network is getting unit price gains of about 15% (to $63,500) and is about 75% sold. "A lot of our success on the college level is due to our regionalizing a lot more of the games last year than were done the year before," said Goldsmith. ■

FOOTBALL LINEUP

AMERICAN FOOTBALL CONFERENCE

	TV				RADIO				
Team	Flagship	# of TV preseason games	# of stations in network	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	1989 rights in millions	1992 rights in millions
EASTERN DIVISION									
Buffalo Bills	Empire[1] Sports Net.	1	—	—	WGR(AM)	27	3/4	$.7	$.9
Indianapolis Colts	WTHR(TV)	4	0	1/1	WNDE(AM)[2] WFBQ(FM)	15	—	$.7	$.8
Miami Dolphins	WCIX(TV)	3	0	1/1	WIOD(AM) WQBA(AM)[3]	25 0	2/3 1/5	$1.8	$1.5 $.5
New England Patriots	WLVI-TV	3	0	[illegible]/2	WBZ(AM)	15-20	2/3	$.2	$1.4
New York Jets	WPIX(TV)	4	0	1/1	WCBS(AM)	0	5/5	$1.0	$1.5
CENTRAL DIVISION									
Cincinnati Bengals	WKRC-TV	4	2	2/3	WKRC(AM)	28	2/3	$.8	$1.2
Cleveland Browns	WOIO(TV)[4]	3	0	—	WHK(AM) WMMS(FM)	54	2/3	$1.3	$1.8
Houston Oilers	KHOU-TV[5]	3	14	—	KTRH(AM)	40	3/5	$.4	$1.5
Pittsburgh Steelers	WPXI(TV)	3	2	3/3	WTAE(AM) WVTY-FM	30	3/3	$1.1	$1.3
WESTERN DIVISION									
Denver Broncos	KCNC(TV)	4	0	2/6	KOA(AM)	60	4/7	$1.8	$2.0
Kansas City Chiefs	KMBC-TV	3	10	1/3	KCFX(AM)	65	1/2	$.8	$1.2
Los Angeles Raiders	KCAL-TV	4	0	2/3	KFI(AM)	22	4/4	$2.6	$3.1
San Diego Chargers	KGTV(TV)	3	0	2/3	XETRA(AM)	0	2/5	$1.4	$1.3
Seattle Seahawks	KING-TV	4	0[6]	2/3	KIRO(AM)	60	3/5	$1.4	$2.5

[1] Empire, regional cable sports network, holds rights to Bills, permits noncommercial WNEQ-TV to simulcast.

[2] Sports Marketing Inc. holds rights to Colts, syndicates games to WNDE(AM)-WFBQ(FM) and 15 others, which receive some inventory.

[3] WQBA is Spanish-language station.

[4] Browns retain rights, sell time and place games on WOIO(TV).

[5] Raycom holds rights to Oilers in third year of five-year deal and syndicates games to KHOU-TV and 14 other stations.

[6] Prime Sports Northwest, regional cable network, telecasts Seahawks games in region outside of Seattle.

NEW BIG EAST, JP SNAGGING SEC PUT KICK IN SYNDICATION

Syndicators hope new matchups mean new stations

By Mike Freeman

The formation of the Big East football conference, boasting such national powers as University of Miami, Syracuse University and University of Pittsburgh, and Jefferson-Pilot Teleproductions' snagging of the broadcast rights to the Southeastern Conference (SEC), has given college football conferences a much-needed shot in the arm by providing additional TV exposure and revenue for their member schools. It comes at a time when the ranks of syndicated football packagers may be at their thinnest ever.

Miami, a perennially top-ranked college power, joined the Big East when that conference was formed last season, and Big East Associate Commissioner Tom McElroy believes there is additional interest in the fledgling conference because Syracuse and Pitt are rated high in preseason college polls. Outside of the Northeast and Southeastern regions, where the Big East schools are located, McElroy says such major markets as Chicago, Denver and Phoenix are, in most cases, planning on picking up individual games out of the Big East's 12-week broadcast schedule.

> *"Syndicated football packagers may be at their thinnest ever."*

However, the College Football Association's all-encompassing rights contract with ABC Sports and sister division ESPN often leads the Big East, and other leading football conferences, to surrender their top conference matchups to both networks. Still, McElroy claims that the Big East conference is the largest regional ad hoc network, with 37 stations and 28% of the U.S. cleared. Top markets, which have strong allegiances to the long-time Big East domination in basketball, have crossed over into football with WABC-TV New York, WPVI-TV Philadelphia, WCVB-TV Boston and WBFS-TV Miami among the major market stations set to clear game telecasts.

Station deals, says McElroy, are "dictated by the size of the market and the demand for our product in a particular market," so a combination of cash and barter advertising arrangements are negotiated individually (by station sales agent Group 5 Sales). "Every one of the deals has a barter load of 13 minutes [per hour], with the degree of local barter time varying according to the amount of inventory the station wants to retain. Then it becomes a function of how much of a rights fee a station can pay to have more control of its inventory," McElroy says.

The same sort of big market/small market approach is used by Jefferson-Pilot Teleproductions, which is entering its eighth season of Atlantic Coast Conference football.

Jefferson-Pilot has been distributing Southeastern Conference basketball packages since 1986, but Hull says conference officials saw the "benefit of coupling basketball and football into a package" for stations in the region to acquire. The SEC, which previously had an exclusive license with Turner Broadcasting System, has made a southern march into 53 markets, representing 20% of the U.S. Top station clearances below the Mason-Dixon line are WAGA-TV Atlanta, WSVN-TV Miami, WDSU-TV New Orleans, WAVE-TV Louisville, WVTM(TV) Birmingham and KATU-TV Little Rock.

This season the SEC will expand to 12 teams, with Arkansas and South Carolina the latest additions to one of the nation's most competitive conferences. Jefferson-Pilot will also be offering a 12-week schedule, possibly with two or three regional games each weekend during the November sweeps period, according to Hull.

Raycom is one of the few long-time sports packagers left in syndication, returning with a similar 12-week package of Southwest Conference games to an ad hoc barter network of 21 stations in Texas. Also, Raycom has taken the lead in syndicating high-profile bowl games. First off is the The Disneyland Pigskin Classic (Stanford vs. Texas A&M), which airs Aug. 26, 9 p.m. (ET), followed by The Kick-Off Classic (Iowa vs. N.C. State) on Aug. 29 and The Freedom Bowl (to be announced) in December. ■

NFL'S NETWORK RADIO FUTURE UNCERTAIN

The NFL's network radio contract, estimated by industry sources to be worth $7 million per year, has turned into an expensive headache for the rightsholder, CBS Radio. When CBS Radio Networks surprised the radio industry earlier this year with the announcement that it was cutting its staff by 15%, the network laid much of the blame on the $20 million per year it pays in rights fees to Major League Baseball and the NFL. "Basically what has happened is the sports marketplace has become quite depressed," says Robert Kipperman, vice president and general manager, CBS Radio Networks. "A lot of network radio [advertising] money has gone into cable television, and the money just isn't out there to support the kind of rights fees we're currently paying." Kipperman says the same dynamic is at work on the local level and that some stations are saddled with unprofitable football contracts. Under its current contract, which expires after the 1995 Pro Bowl, CBS has exclusive national broadcast rights for NFL games. This year, CBS will air 45 games, including 17 Monday night games and all post-season games. Westwood One's Mutual Broadcasting System also broadcasts some NFL games, but its contracts are made with individual NFL teams. It's not clear whether any network will compete with CBS for future broadcast contracts with the NFL. ABC's ESPN Radio Network, which launched this year, is an obvious possibility, but ABC has said it is wary of high sports rights fees in all sports. -PV

CABLE LOOKS TO BREAK EVEN ON BALL GAMES

Optimism comes despite ad slump and string of costly rights packages

By Rich Brown

Despite a continued ad slump and a string of expensive rights packages, national cable rightsholders ESPN and TNT could once again approach breakeven on their pro and college football schedules.

Turner Broadcasting this season enters the third of a four-year, $450 million deal with the NFL that includes nine regular and three preseason games. Virtually all will air in prime time on Sundays, except one Friday night preseason and one Thursday night regular season game. TNT preseason started yesterday (Aug. 9) and wraps up with a Giants-Redskins matchup Nov. 1.

Among the changes expected will be the debut of Turner Sports announcer Gary Bender. The former ABC Sports personality takes over play-by-play duties previously handled by Skip Carey, who will concentrate on his work in the Atlanta Braves broadcasting booth. Also new to the network's coverage will be veteran Turner Sports announcer Bob Neal as host of *The Stadium Show*, TNT's NFL pre-, half- and postgame show.

Turner Broadcasting expects to come close to breakeven on its NFL package for the upcoming season, according to Don McGuire, senior vice president and executive producer. TNT will feel the pinch caused by a 30% increase in rights fees over last year while operator fees have remained steady, he says. "Our financial picture can't possibly be as rosy this year as it's been in the past," given the pinch, says McGuire.

Inventory on TNT's regular season games is 90% sold at prices even with last year, according to Mark Mariani, executive vice president, Turner Sports Sales. Turner is selling the games with projected 5.0 preseason and 8.4 regular season ratings, comparable to 1990 levels (TNT ratings last year dipped to a 7.3 rating due to a conflict with postseason baseball).

ESPN is expected to repeat its performance of last year and wind up the 1992 season near the break-even point. A healthy chunk of the costs incurred by the network's four-year, $445.5 million deal with the NFL will once again be covered by ESPN's 15-cents-per-subscriber NFL surcharge.

ESPN opened its preseason NFL schedule with the Aug. 1 American Bowl in Tokyo, one of three preseason games on the network. ESPN's nine-game regular season gets under way with Cincinnati at Chicago on Nov. 8. All but one regular season game will air on Sundays at 8 p.m. ET, including an AFC-NFC postseason matchup from Honolulu on Feb. 7. ESPN is entering the third of a four-year deal.

On the college football side, ESPN will present 40 regular season, seven bowl and three all-star games, beginning with the Sept. 3 prime time matchup between Oklahoma and Texas Tech. Coverage includes games from the CFA, Big Ten and Pac-10 conferences on Thursday evenings as well as Saturday afternoons and evenings. CFA games come to the cable network exclusively as part of a four-year, $125 million deal.

The only other cable network football activity comes from USA Network, which is preparing to enter the second year of its renegotiated three-year deal with the struggling World League. The spring season football league last season plodded along with a 1.0 average rating over 10 exposures on USA, and its future as a league has been the subject of some speculation.

In addition to the national cable network deals, hundreds of college football games will be presented, mostly on a tape-delayed basis, on regional cable sports networks. The 4.2 million subscriber Prime Ticket Network, for example, will schedule 95 college games representing eight collegiate conferences from across the country, beginning with the Disneyland Pigskin Classic on Aug. 27. Similar arrangements have been made at Sportschannel, Madison Square Garden Network and several other regional cable sports networks nationally. ■

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ABC, SHOWTIME GET READY TO PAY BALL

Joint venture will test market for pay-per-view college games; ABC sports executives say affiliates appear to be warming up to idea

By Rich Brown

One of the more interesting developments on the football horizon this season will no doubt be ABC Sports' and Showtime Entertainment Television's groundbreaking effort to present a schedule of college games on pay per view. Broadcasters, viewers and lawmakers are all cautiously eyeing the experiment, which gets under way Sept. 5.

As planned, the agreement allows SET to distribute 30-35 college football games for the upcoming season on pay per view this fall. Each ABC affiliate will continue to air the best game for its particular market, while SET will offer supplemental PPV games from other regions of the country over 11 broadcast dates. For example, when the experiment kicks off on Sept. 5, KABC-TV Los Angeles will air USC at San Diego State, and area residents will be able to watch the conflicting games—Texas A&M at LSU and Notre Dame at Northwestern—on pay per view.

While ABC and SET have hammered out their PPV lineup through September, the remainder of the season will be selected six to 12 days ahead of schedule. The PPV games will carry a suggested retail price of $8.95 for one game plus another dollar for those viewers interested in picking up more than one game. Some cable systems will also offer a season ticket in the $60 price range. ABC and SET executives are anticipating an audience of up to 50,000 out of a potential 17 million homes for each game, with cable operators keeping about 45% of the revenue. The PPV telecasts will carry the games in their entirety, including commentary by ABC Sports announcers and advertising that would appear on the broadcast.

When ABC and Showtime outlined their joint PPV plan last May at the NCTA convention in Dallas, the usual concerns about sports migration to cable were raised by ABC affiliates and Washington lawmakers. House Telecommunications Subcommittee Chairman Edward Markey (D.-Mass.), who is among those keeping a close eye on the experiment, says the ABC-SET deal should be beneficial as long as it provides supplemental regular broadcast programing.

ABC affiliates appear to be a bit more suspect about the plan. In fact, an earlier attempt by ABC and SET to offer supplemental coverage via PPV of a game late last season was aborted when ABC stations raised concerns over the rushed plan. But ABC Sports executives say the affiliates seem to be warming up to the plan.

"The affiliates understand pay per view is a reality and maybe they should be exploring the options it affords," says an ABC Sports spokesman. "We know this is a business in which you have to be creative to succeed."

The experiment has its admirers among competing networks, which are also looking for innovative ways to deal with rising sports rights fees and shrinking ad dollars. Says Don McGuire, senior vice president, executive producer, Turner Sports: "This is like dipping your toe in the water, rather than jumping in without a life preserver as the Olympics did."

The ABC-SET experiment is important for pay per view because it will test buyer reaction to PPV events that contain advertising, and show viewers PPV can be a way to watch sporting events they would not otherwise be able to see, says Hugh Panero, vice president, marketing and pay per view, Time Warner New York City Cable Group, Queens division.

"It will help erase some of the irrational debate that goes on about some events going to PPV," says Panero. He also applauded the way SET has been marketing the games as a niche offering. Using that marketing approach, he says, ABC and SET will avoid the kind of disappointment that followed the heavily hyped PPV Olympics Triplecast. ■

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■ **Ruckersville, VA** WXZY(FM) 92.1 mhz—July 10 application of Ridge Broadcasting Corporation for CP to make changes; change frequency to 101.9 mhz; ERP: 6 kw H&V; ant. 68 m.; TL: 5 mi. west of Stanardsville, VA, off Rt. 626 on Snow Mountain (Greene Co.).

■ **Logan, WV** WLOG(AM) 1230 khz—June 9 application of Southern W. Va. Com. College FN Inc. for CP to correct ground elevation and coordinates to 37 51 21 - 81 58 44.

■ **Mannington, WV** WTUS(FM) 102.7 mhz—July 7 application of Joseph D. Powers for CP to make changes: ERP: 3.21 kw (H&V), ant.: 138 m., TL: .95 km northeast of Monongah, Marion County, WV.

Actions

■ **Crescent City, CA** KCRE-FM 94.3 mhz—Granted app. of Pelican Bay Broadcasting Corp. (BPH-900814iF) for CP to make changes to ERP: 6.2 kw H&V. Action July 13.

■ **Milford, DE** WAFL(FM) 97.7 mhz—Granted app. of Prettyman Broadcasting Co. of DE (BPH-911227IB) for CP to make changes: ERP: 6 kw (H), 5.8 kw (V). Action July 9.

■ **Green Cove Springs, FL** WJBT(FM) 92.7 mhz—Granted app. of UNC Media of Jacksonville Inc. (BMLH-911120KA) for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375). Action July 15.

■ **Americus, GA** WISK-FM 97.7 mhz—Granted app. of Sumter Broadcasting Co. Inc. (BPH-920410IE) for CP to make changes; change ERP: 25 kw (H&V); ant.: 92 m.; change class to C3 (per MM docket #91-224). Action July 15.

■ **Liberty, KY** WKDO-FM 98.7 mhz—Granted app. of Carlos D. Wesley (BPH-920121IB) for CP to make changes; change ERP: 25 kw H&V. Action July 6.

■ **Zeeland, MI** WJQK(FM) 99.3 mhz—Granted app. of Beacon Bcing Co. of West Michigan (BMLH-900426KD) for mod. of license to increase ERP: 5.1 kw H&V (per docket #88-375). Action July 15.

■ **Windom, MN** KDOM-FM 94.3 mhz—Dismissed app. of Windom Radio Inc. (BMLH-900329KH) for mod. of license to increase ERP: 5-7 kw H&V (per docket #88-375). Action July 10.

■ **Ebenezer, MS** WZBR(FM) 103.9 mhz—Granted app. of Jimbar Enterprises (BMPH-920116ID) for mod. of CP (BPH-900424ME) to make changes: change ERP: 6 kw (H&V); TL: Midway Crossroads in Yazoo County, MS. Action July 6.

■ **Birch Tree, MO** KBMV-FM 107.1 mhz—Granted app. of Jack G. Hunt (BPH-910429IE) for CP to make changes: change freq: 107.1 mhz; (per MM docket #90- 411) ERP: 16.2 kw (H&V); ant.: 124 m.; TL: 6.92 km (4.3 mi.) NE of Mountain View, MO, and 2.1 km (1.3 mi.) ENE of intersection of state routes OO & ZZ; change to class C3 (per MM docket #90-411). Action July 9.

■ **Moberly, MO** KWIX(AM) 1230 khz—Granted app. of KWIX Inc. (BP-910612AB) for CP to make changes in antenna system. Action June 23.

■ **Berlin, NJ** WNJS-FM 88.1 mhz—Granted app. of New Jersey Public BCing Authority (BMPED-920514IA) for mod. of CP (BPED-891122MF) to make changes; change ERP: .002 kw (H) .085 kw (V); ant.: 115 m. Action June 18.

■ **Cincinnati** WCIN(AM) 1480 khz—Granted app. of Carl W. Shye Jr. (BP-910826AI) for CP to reduce pwr to .114 kw-1 kw and make changes in antenna system. Action July 17.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,971	183	5,154
Commercial FM	4,683	950	5,633
Educational FM	1,548	296	1,844
Total Radio	**11,212**	**1,429**	**12,641**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	165	746
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**193**	**1,690**
VHF LPTV	463	138	601
UHF LPTV	804	829	1,633
Total LPTV	**1,277**	**967**	**2,244**
FM translators	1,901	383	2,284
VHF translators	2,509	72	2,581
UHF translators	2,394	373	2,767

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

■ **Junction City, OR** KZTU(AM) 650 khz—Returned app. of Jerry J. Collins (BMP-920521AD) for MP (BP880503AE) to change city of lic. to Eugene, OR; change frequency to 660 khz; make changes in antenna system and change TL to Game Farm Rd., Eugene, OR; 44 06 03 - 123 03 06. Action July 20.

■ **Beaufort, SC** WAGP(FM) 88.7 mhz—Dismissed app. of Community BCing Corp. of Beaufort Inc. (BMPED-920312IG) for mod. of CP (BPED-900813IA) to change ERP: 6 kw H&V; TL: 5.6 km SW of Beaufort, SC, off of RPR 280, 2.1 km S of Broad River Road. Action July 10.

■ **Bluffton, SC** WLOW(FM) 106.3 mhz—Granted app. of DHA Broadcasting Inc. (BPH-911008II) for CP to make changes; change ERP: 68.9 kw (H&V); ant.: 299 m. TL: 2 km west of Bluffton, S.C. off hyway 46; change to class C1 (per MM docket #90-536). Action June 22.

■ **Belle Fourche, SD** KBFS-FM 95.9 mhz—Forfeited and canceled app. of Lovcom Inc. (BPH-890210MG) for new FM; ERP: 3 kw H&V, ant.: 100 m. (pet. for recon. filed 7-9-92); callsign deleted. Action June 12.

■ **Belton, TX** KOOC(FM) 106.3 mhz—Granted app. of Sheldon Communications Inc. (BPH-920224IE) for CP to make changes; change ERP: 11.5 kw (H&V); change class to C3 (per MM docket #91-276). Action June 18.

■ **Carthage, TX** KGAS-FM 104.3 mhz—Granted app. of Hanszen Broadcasting (BMPH-920212IA) for mod. of CP (BPH-901113MB) to make changes; change TL: approx. 1.7 km S of Rt. 79, 2.24 km SE of Rt. 79 and Rt 1970 intersection in Delray, TX. Action June 22.

■ **Friona, TX** KGRW(FM) 95.1 mhz—Forfeited and canceled app. of Lois B. Crain (BPH-880628MF) for new FM; ERP: 3 kw H&V, ant.: 87 m., 34 39 28 - 102 43 35; pet. for recon. filed 7-9-92. Call sign deleted. Action June 12.

■ **Lockhart, TX** KFIT(AM) 1060 khz—Granted app. of KFIT Inc. (BMP-900405AS) for MP (BP890522AF) to change city of license to Sunset Valley, TX. Action June 23.

■ **Rusk, TX** KWRW(FM) 97.7 mhz—Granted app. of E. H. Whitehead (BPH-920318IE) for CP to make changes; change ERP 14.50 kw H&V; class C3 (per MM docket #91-243). Action July 17.

■ **Coalville, UT** KCUA(FM) 92.5 mhz—Granted app. of Gene Guthrie (BMPH-910122IH) for mod. of CP (BPH-871005MH as mod.) for changes; ERP: .11 kw H&V, ant.: -323 m., TL: 9 Main Street, Coalville, pet. to deny dismissed 4-692. Action July 9.

■ **Derby Center, VT** WMOO(FM) 92.1 mhz—Granted app. of Steele Communications Company Inc. (BPH-920103IC) for CP to make changes: ERP: 2.24 km (H&V), change to class 3, make modifications to directional antenna (per docket #91-80). Action July 14.

■ **Tacoma, WA** KMTT-FM 103.7 mhz—Granted app. of Entertainment Communications Inc. (BPH-910626IC) for CP to make changes; change ERP: 57 kw (H&V); ant.: 714 m., TL: West Tiger Mountain, 6 km SE of Issaquah, King County, WA (employ directional antenna). Action July 8.

■ **Moundsville, WV** WRKP(FM) 96.5 mhz—Granted app. of RKP International Corp. (BPH-910926IG) for CP to make changes; change ERP: 1.45 kw (H&V). Action July 14.

■ **Prairie du Chien, WI** WPRE-FM 94.3 mhz—Dismissed app. of Prairie Broadcasting Co. (BMLH-891206KF) for mod. of license to increase ERP: 1.67 kw H&V (per docket #88-375). Action June 23.

■ **Racine, WI** WHKQ(FM) 92.1 mhz—Granted app. of Vision Broadcasting Inc. (BMLH-911011KG) for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375). Action July 1.

Broadcasting

In Brief

Republican California Governor Pete Wilson's office filed comments at the Justice Department last week urging it to oppose the lifting of the consent decrees that prohibit the big three networks from syndicating and acquiring a financial interest in programing. Last May, Justice filed a memorandum in the U.S. District Court in Los Angeles (where the issue will be settled) tentatively agreeing to modifications of the decrees. Also filing in support of retaining the consent decrees were the Coalition to Preserve the Financial Interest and Syndication Rule and the Association of Independent TV Stations.

Bidding on Malrite debt securities was said to have picked up last week in expectations that the company would announce the sale of at least one of its properties. Specifically, more than one source said Malrite Chairman Milton Maltz was in active negotiations to sell WOIO-TV Cleveland for an estimated $30 million to Sinclair Broadcast Group. Maltz told BROADCASTING, "There is no deal on the table, nothing has been signed" and added he has been talking with many station groups, both radio and television, in anticipation of changes in the station ownership limits. David Smith, president of Sinclair, said he neither confirms nor denies acquisition rumors "as a matter of practice." Fox affiliate WOIO-TV's license is up for renewal in October, and more than one group owner is said to have taken a close look at the station recently at the invitation of Malrite's investment banker, Shearson Lehman Brothers.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 26. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.0/226/99
2. Oprah Winfrey Show	10.0/231/99
3. Star Trek	9.1/246/99
4. Entertainment Tonight	7.3/191/96
5. Married...With Children	7.2/176/93
6. Current Affair	6.8/180/95
7. Wheel Of Fortune-wknd	6.3/184/81
8. Cosby Show	6.1/201/97
9. Sally Jessy Raphael	5.4/215/96
10. Geraldo	5.1/171/97
10. Hard Copy	5.1/179/94
12. WKRP In Cincinnati	5.0/236/96
13. Love Connection	4.8/193/93
14. Donahue	4.7/229/99
15. Baywatch	4.6/149/87

The FCC cleared the way last week for Cox Communications to acquire a controlling interest (50.1%) in Teleport-New York, the non-dominant common carrier on Staten Island, where Cox already owns a cable system. In approving the sale, the FCC rejected the U.S. Telephone Association's petition to reject the sale, saying it has "consistently interpreted its pre-existing rules and the cross-ownership prohibition to apply only to traditional local exchange common carriers within their local exchange telephone service areas.... The Commission has consistently limited the ban to traditional landline local exchange telephone companies with monopoly control of bottleneck facilities. Since Teleport has no such facilities in the franchise area of Staten Island Cable, the Commission concluded that it is not a common carrier for purposes of the statutory ban."

Worldwide media conglomerate Bertelsmann Music Group and Thursday Night Concerts have entered into a joint venture, Semaphore Entertainment Group, to produce pay TV events here and abroad. Newly named CEO Robert Meyrowitz said SEG plans to be involved in all types of pay-per-view events, beginning with *Connors vs. Navratilova: The Battle of the Champions* live from Caesars Palace Las Vegas on Sept. 25. Also on tap is an Oct. 9 pay-per-view special from Knoxville, Tenn., *Return of the No Hats*, featuring country stars Travis

OLYMPICS GIVE NBC AFFILS SWEEPS BOOST

The last 10 days of the Nielsen July sweeps (NSI, July 9-Aug. 5) were heavily skewed in favor of the NBC O&O stations, largely due to the nearly wall-to-wall Olympic coverage. Overnight metered sweeps averages for the full Monday-Sunday sign-on-to-sign-off rotations in the nation's top three markets follow.

New York—WNBC-TV, 6.2 rating/16 share (up 35% in rating from July 1991); WABC-TV, 5.8/16 (down 11%); WCBS-TV, 3.8/11 (down 17%); WNYW(TV), 3.8/10 (down 7%); WPIX-TV, 3.6/10 (up 6%), and WWOR-TV, 3.5/10 (down 5%). WNBC's prime time Olympic telecasts averaged a top-ranked 12.8/22, a 29% share boost over its second-place July 1991 average.

Los Angeles—KNBC-TV, 6.4/17 (up 31%); KABC-TV, 5.8/15 (up 21%); KCBS-TV, 4.0/10 (down 7%); KTTV(TV), 3.7/10 (up 16%); KCAL(TV), 3.3/9 (up 22%); KTLA(TV), 3.2/8 (up 7%); KCOP(TV), 2.8/7 (up 4%). KTLA's 7-9 a.m. independent news block marked its first anniversary with a second-ranked 3.1/13, improving its rating by 106% (up 86% in share).

Chicago—WLS-TV, 7.8/21 (down 6%); WMAQ-TV (NBC), 7.6/20 (up 38%); WBBM-TV, 4.9/13 (up 11%); WGN-TV, 4.3/11 (down 16%); WFLD(TV), 3.2/8 (down 9%); WPWR(TV), 2.4/6 (even); WGBO(TV), .9/2 (even). ■

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CLINTON'S ARMY

FIELDING TELCOM'S FIRST TEAM

worked on the North Carolina Senate race of Harvey Gantt, a black businessman who ended up losing to Jesse Helms. She has worked on a host of Democratic campaigns, as well as consulted for public policy groups such as the National Women's Political Caucus.

In unofficial capacity at the campaign are *Designing Women* producers Linda Bloodworth-Thomason and Harry Thomason. Thomason helped produce and orchestrate the Democratic convention, and Bloodworth-Thomason produced a film biography of Clinton for the convention that is being turned into a half-hour spot.

The two primary press spokespeople for the campaign are Avis LaVelle and Dee Dee Myers. LaVelle, who heads the campaign's press operation, was press secretary for Chicago Mayor Richard Daley, Jr. Myers is the traveling press secretary, and has worked in various positions on a number of local, state and national Democratic elections, including those for Michael Dukakis, Los Angeles Mayor Tom Bradley and Walter Mondale. ■

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government.

Jim Lake, part-time adviser to the campaign, served as communications director and press secretary for President Reagan's campaigns in 1980 and 1984. He heads up Robinson, Lake, Lerer & Montgomery, a lobbying firm that has represented Michael Milken and the Manville Asbestos Trust.

The most visible campaign handler these days is Mary Matalin, a former protege of and chief of staff for late Republican National Chairman Lee Atwater. Matalin, deputy campaign manager for political operations and the highest-ranking woman in the campaign, owes her current high profile to one of her recent daily faxes, in which she referred to the "bimbo eruptions" in the Clinton campaign. The White House denounced the release.

Campaign press secretary is Torie Clarke, formerly a press aide to U.S. Trade Representative Carla Hills and press secretary to Sen. John McCain (R-Ariz.). Insiders say she is a stronger force in the campaign than director of communications William Feltus, a Teeter protege, with whom her press duties overlap. ■

This Week

CLUES TO A CLINTON AGENDA / 3

The telecommunications agenda of Bill Clinton, lacking in specifics so far, may be deduced from his growing coterie of friends and volunteers.

BAYWATCH: GOING SWIMMINGLY / 15

Cost containment and an overseas audience enamoured of the California beach scene have turned the network-originated and now-syndicated *Baywatch* into a financial and ratings success.

MAXISERIES COME TO AMERICA / 17

Turner Program Services hopes to launch two New World Entertainment "maxiseries"—the 65-episode *Secrets* and the 100-episode *Inheritance*—into syndication in 1993.

NEW ON NICK / 20

Nickelodeon will boost its share of original programing this fall, adding a two-hour block, called SNICK, on Saturday nights, a nature series on Sundays, and a weekend game show.

PUBLIC POP / 22

The Corporation for Public Broadcasting has invested $1.7 billion in *World Cafe*, a two-hour daily show of American and international popular music. Fans of the show say it will be the basis of a new format; its detractors argue the funds would be better spent elsewhere.

***Baywatch**, opening its second season on the rapids of the American River, scores as the highest-rated rookie entry among hour syndicated dramas (p. 15).*

THEY'LL BE BACK / 24

Despite the electorate's apparent desire for a clean sweep of both houses of Congress, Democratic and Republican members at the forefront of Fifth Estate issues are likely to return in the next Congress.

NETWORK REVENUES UP / 31

Thanks mostly to some big events—like the *Academy Awards* (ABC) and the final-four NCAA basketball playoffs (CBS)—that fell in the second quarter this year rather than the first, network revenue edged up in the quarter.

ABC COMPRESSION TEST / 34

ABC will put digital video compression technology to work this week at the Republican National Convention, squeezing two broadcast-quality backhaul feeds into one fiber optic circuit from Houston to New York.

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Broadcasting's Ratings Week Aug 3-9

	ABC	CBS	NBC	FOX
MONDAY	10.1/17	9.8/17	18.3/31	NO PROGRAMING
8:00	31. Am Fun Hme Vid 8.5/16	21. Evening Shade 9.5/18	1. Summer Olympics 16.6/31	
8:30	37. Am Fun People 7.8/14	20. Major Dad 9.6/17		
9:00	16. ABC Monday Night Movie—Stephen King's "It", Pt. 2 11.0/18	18. Murphy Brown 10.4/17		
9:30		24. Designing Women 9.1/15		
10:00		19. Northern Exposure 10.0/17		
10:30				
TUESDAY	12.5/22	8.1/14	16.5/29	NO PROGRAMING
8:00	15. Full House 11.1/21	27. Rescue: 911 8.9/16	4. Summer Olympics 15.4/29	
8:30	9. Home Improvmt 13.3/23			
9:00	5. Roseanne 14.5/24	39. CBS Tuesday Movie—To Be the Best, Pt. 2 7.7/13		
9:30	9. Coach 13.3/22			
10:00	12. 20/20 11.5/20			
10:30				
WEDNESDAY	6.8/12	6.8/12	17.4/31	8.7/15
8:00	40. Wonder Years 7.6/15	69. Claymation 4.5/9	3. Summer Olympics 15.8/31	25. Beverly Hills 90210 9.0/17
8:30	36. Wonder Years 7.9/14	53. Raven 6.4/11		
9:00	48. Doogie Howser 7.0/12			32. Melrose Place 8.4/14
9:30	50. Doogie Howser 6.7/11			
10:00	58. Civil Wars 5.9/11	32. 48 Hours 8.4/15		
10:30				
THURSDAY	7.1/13	7.9/14	17.8/32	7.0/13
8:00	53. Who's the Boss? 6.4/13	43. Top Cops 7.5/14	1. Summer Olympics 16.6/32	37. Simpsons 7.8/15
8:30	40. Growing Pains 7.6/14			61. Parker Lewis 5.4/10
9:00	63. Homefront 5.1/9	27. Street Stories 8.9/15		44. Beverly Hills 90210 7.4/13
9:30				
10:00	23. Primetime Live 9.2/16	44. America Behind Closed Doors 7.4/13		
10:30				
FRIDAY	7.9/15	8.3/16	15.1/30	4.2/8
8:00	32. Family Matters 8.4/18	56. Mary Tyler Moore 20th Anniversary 6.1/13	6. Summer Olympics 14.2/30	67. America's Most Wanted 4.7/10
8:30	29. Step By Step 8.8/18			
9:00	46. Dinosaurs 7.3/14	22. Very Best of the Ed Sullivan Show 9.4/18		73. Sightings 4.2/8
9:30	52. Perfect Strangers 6.5/12			76. Hidden Video 2 3.3/6
10:00	35. 20/20 8.2/15			
10:30				
SATURDAY	5.3/11	5.9/13	14.4/30	5.1/10
8:00	69. MacGyver 4.5/10	57. CBS Saturday Movie—Battling For Baby 6.0/13	8. Summer Olympics 13.8/30	61. Cops 5.4/12
8:30				55. Cops 2 6.2/13
9:00	69. Human Target 4.5/9			63. Code 3 5.1/10
9:30				75. Vinnie & Bobby 3.7/7
10:00	49. The Commish 6.8/14	59. Jake and the Fatman 5.8/12		
10:30				
SUNDAY	8.7/16	11.7/21	14.2/26	5.6/10
7:00	65. Life Goes On 4.9/10	11. 60 Minutes 12.8/27	6. Summer Olympics Closing Ceremonies 14.2/26	74. Bill & Ted 3.9/8
7:30				72. True Colors 4.4/9
8:00	25. Am Fun Hme Vid 9.0/17	13. Murder, She Wrote 11.4/21		46. In Living Color 7.3/14
8:30	29. Am Fun People 8.8/15			60. Rachel Gunn, R.N. 5.7/10
9:00	17. ABC Sunday Night Movie—Jewel of the Nile 10.5/18	14. CBS Sunday Movie—Us 11.3/19		40. Married w/Childn 7.6/13
9:30				50. Herman's Head 6.7/11
10:00				65. Down the Shore 4.9/8
10:30				68. Stand by Your Man 4.6/8
WEEK'S AVGS	8.4/15	8.5/15	16.1/29	6.1/11
SSN. TO DATE	11.2/19	12.4/21	11.8/20	7.5/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

HOME SATELLITE NETWORK DEBUTS

Eclectic service boasts movies and nuns, could include want ads, personals

By Rich Brown

Access America Direct Broadcast Service, a new television network delivered to an estimated 8 million home satellite dishes in the U.S. and elsewhere, launched last weekend as a way for producers to purchase airtime on a national service at minimal cost.

The New Orleans-based service is expected to break even by selling four minutes an hour to individuals at a cost of $60 per minute, according to entrepreneur Elvin Feltner, whose other holdings include three TV stations (WABM-TV Birmingham, Ala.; WNFL-TV Jacksonville, Fla., and WTVX-TV West Palm Beach, Fla.), the 4,000-plus-title Krypton film library, and *All Night at the Movies*, a satellite-fed syndicated overnight movie programing service based on the Krypton titles. He is also chairman of the board of Channel America, the network that got its start on low-power TV stations across the country.

Feltner says possible uses of the airtime could include presenting or testing new film or video productions, sending personal messages and selling cars or other items. Corporations will be able to buy time on the channel at a cost of $150 per minute. Among those already lined up to buy time on the eclectic 24-hour network is an order of Catholic nuns, who are running a show on their various missions.

"It's an access channel for anybody," says Feltner. Programing scheduled to air between time buys on the network will include movies from the Krypton library as well as such various sporting events as college wrestling and soccer.

Access America will serve the U.S., Canada, Mexico, and portions of Central and South America as well as the Caribbean. In addition to its home satellite dish distribution, Feltner says the company has been talking to some cable systems that have expressed interest in carrying the channel. ■

MORE TOOLS FOR SPOT CABLE BUYERS

As more ad buyers look to the spot cable business, the number of marketing tools continues to grow. Among the latest are a new guide produced by the American Association of Advertising Agencies and an expanded market-by-market cable spot ad directory published in conjunction with the Cabletelevision Advertising Bureau.

"A lot of the member agencies were looking for a guideline," says BBDO Worldwide's Pete Stassi, who developed the AAAA guidebook along with Bonita LeFlore of Ayer Incorporated and Sharron Lalik of D'Arcy Masius Benton & Bowles. Much has changed in the business since the association issued its last cable guidelines 10 years ago, he says.

"Ten years ago, there was a lot of blue sky," says Stassi. "Today, everything should be documented by research. The blue sky is gone."

Also reflecting the changing spot cable business is the latest edition of the Cable Spot Advertising Directory, the market-by-market planning guide that is double the size of previous editions. The directory is published by New Providence, N.J.-based National Register Publishing in conjunction with the Cabletelevision Advertising Bureau, which serves in an advisory capacity. Information featured in the directory includes the total number of cable households in each market and total retail consumer demand by market (see chart). -■

TOP-10 MARKET PROFILES

Market	*Households*	*Cable TV Households*	*Median Household Income*	*Total Retail Consumer Demand*
New York	6,779,822	4,113,140	$47,554	$126,220,790,000
Los Angeles	5,089,765	2,818,170	36,759	94,720,830,000
Chicago	3,035,894	1,568,230	35,523	55,559,080,000
Philadelphia	2,623,504	1,895,410	38,883	48,056,460,000
San Francisco-Oakland-San Jose	2,297,466	1,458,860	39,378	43,583,880,000
Boston	2,114,512	1,478,470	42,700	40,410,560,000
Washington	1,750,720	1,021,820	41,099	34,426,690,000
Dallas-Fort Worth	1,713,320	803,670	25,389	30,800,410,000
Detroit	1,723,478	1,021,990	38,563	31,776,000,000
Houston	1,435,759	743,700	24,649	25,254,860,000

Note: All data based on 1992 Cable Spot Advertising Directory. *Household numbers and median household income reflect 1990 census figures; cable TV household numbers are based on Nielsen Media Research data as of July 1991, and total retail consumer demand is compiled by Equifax-National Decision Systems.*

HEADENDINGS

FOX NET PICKS CABLE MEDIA FOR FOX SPOT

Cable Media Inc. has been chosen as the exclusive national spot advertising for those Fox Net cable stations where Fox has retained commercial rights and operates full-service sales and promotion staffs. There are currently four such Fox Net stations—Corpus Christi, Tex.; Dubuque and Waterloo, Iowa, and Washington, N. C.—reaching 140,000 cable households. Fox Net provides Fox television programing to cable systems where viewers are unable to receive an acceptable signal from a Fox Broadcasting Co. affiliate.

NO TAX FOR ARIZONA PPV

Arizona state legislators have voted down a proposal to place a 3% tax on all cable pay-per-view events, according to the Arizona Cable Television Association. Legislators, who were looking to fund the state boxing commission, ultimately imposed a tax on live boxing events to fund the commission's budget.

Broadcasting

Business

NETWORK REVENUE BARELY BUDGES

TV prices improved as end of second quarter got closer, but total network revenue ended up about flat; CBS did best, ABC next and NBC declined

By Geoffrey Foisie

TOTAL NET TV NETWORK REVENUES FROM TIME SALES

(Dollars in Thousands)

	Second Quarter 1992	*% Increase (Decrease) from 1991*	*First Half 1992*	*% Increase (Decrease) from 1991*
Prime Time	$948,968	(1.58)	$1,680,937	(8.38)
Late Night	84,725	(2.59)	145,675	(3.45)
A.M.	62,149	(2.51)	109,902	(6.34)
Daytime	230,889	2.31	438,107	3.78
Children	29,594	(4.31)	49,547	(6.44)
Sports	321,439	17.23	938,986	38.04
News	199,617	11.25	350,153	1.57
Total	$1,877,381	2.86	$3,713,307	3.06

Prepared by Ernst & Young for the Broadcast Cable Financial Management Association

For the three TV networks, advertising showed some signs of life in the second quarter. But weakness in that quarter's inventory sold in advance, or "upfront," weighed down more recent pricing improvements for the remaining second-quarter "scatter" inventory. As a result, combined underlying revenue for ABC, CBS and NBC was essentially flat.

The three-network revenue results reported last week under the auspices of the Broadcast Cable Financial Management Association showed a gain of 2.86%, to $1,877,381,000, over the same period a year ago. The unaudited data were compiled by Ernst & Young for BCFM.

But the slight increase was skewed by special factors, including the fact that the *Academy Awards*, which generated an estimated $25 million in revenue, fell in the second quarter this year, while it fell in the first quarter last year. Executives within the networks said that excluding these special factors, three-network advertising was flat-to-up-1%. Even with the reported increase the revenue total was still below that of two years ago.

Among the dayparts, sports was up 17.2%, to $321.4 million, in the just-reported BCFM results, although this result, too, was largely if not completely a result of special factors. CBS aired its final-four NCAA basketball playoffs in the first quarter last year, but in the second quarter this year. Similarly, NBA playoff and championship series on NBC went longer this year.

The only other daypart to show a noticeable revenue gain—news—which was up 11.3%, to $199.6 million, also benefited from unusual circumstances. In the second quarter the daypart counted two additional shows: *Street Stories* and *Dateline NBC*. Also, several million dollars may have been recorded in news specials covering the presidential primary elections. Finally, the networks have added overnight newscasts since last year.

Because of the changes in news, sports and the *Academy Awards*, the 1.6% decline in prime time revenue was a little hard to read. But it has already been said by network executives that prime time scatter pricing in the second quarter was better.

The children's daypart, down 4.3%, to $29.6 million, was hurt some by the new FCC restrictions on children's advertising, which one network executive said may have cut 5% off the daypart's revenue. Among the other dayparts, daytime was up 2.3%, to $230.9 million, despite NBC having abandoned its 10-11 a.m. programing.

Among the three TV networks, securities analysts estimated that CBS improved the most in the second quarter, up roughly 10%, according to Alan Kassan of Morgan Stanley. ABC increased TV network revenue by 2%, said Jessice Reif of Oppenheimer & Co. If those estimates are correct, the implied change for NBC would be a revenue decrease of several percent. ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WLVE(FM) Miami Beach □ Sold by Gilmore Broadcasting Corp. to Paxson Enterprises Inc. for approximately $16 million. **Seller** is headed by Jim Gilmore Jr., and is also licensee of WEHT(TV) Evansville, Ind. **Buyer** is affiliated company of Paxson Broadcasting, headed by Lowell Paxson, which recently acquired five stations in Orlando and Jacksonville ("Changing Hands," July 6). Paxson owns five AM's and eight FM's, including WINZ(AM)-WZTA(FM) Miami. WLVE has new age jazz format on 93.9 mhz with 96 kw and antenna 1,006 feet above average terrain. *Broker: Blackburn & Co.*

KZVE(AM)-KXTN(FM) San Antonio, Tex. □ Sold by TK Communications Inc. to Spectrum Broadcasting Corp. for $12.65 million. **Seller** is headed by John Tenaglia and Robert Weary and also owns WSRF(AM)-WSHE(FM) Fort Lauderdale-Miami, WHOO(AM)-WHTQ(FM) Orlando, Fla., and KLUV (FM) Dallas-Fort Worth. **Buyer** is group of investors headed by former broadcaster and now investment banker John Palmer. KZVE has Spanish format on 1310 khz with 5 kw day and 280 w night. KXTN has country format on 107.5 mhz with 100 kw and antenna 1,514 feet above average terrain. *Broker: Media Venture Partners.*

KSKE-AM-FM Vail, Colo. □ Sold by Aspen-Vail Broadcasting Ltd. to American Broadcasting Systems for $1.3 million. **Seller** is headed by Bill Varecka and principally owned by Henry Vara, who recently sold WJTC(TV) Pensacola, Fla. ("Changing Hands," March 2). **Buyer** is headed by partners Ron Shaffer and Tom Kearney and is also licensee of KHUM(FM) Lawrence, Kan.; KVVA-AM-FM Phoenix, and KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. KSKE(AM) has country format on 610 khz with 5 kw day and 217 w night. KSKE-FM has classic rock format on 104.7 mhz with 100 kw and antenna 451 feet above average terrain. *Broker: Jorgenson Broadcast Brokerage.*

KKFX(AM) Seattle □ Sold by Radio Holdings Inc. to CMN Inc. for $700,000. **Seller** is headed by Robert Bingham, who also heads licensee of KCWT(TV) Wenatchee, Wash. (Spokane). **Buyer** is headed by Robert Day and has no other broadcast interests. KKFX is 5 kw fulltimer with urban format on 1250 khz. *Brokers: William A. Exline Inc. and Weaver Broadcast Management.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's □ $1,444,000 □ 9
FM's □ $16,960,000 □ 5
AM-FM's □ $13,951,000 □ 3
TV's □ $0 □ 0
Total □ $32,355,000 □ 17

1992 to Date:
AM's □ $136,438,163 □ 143
FM's □ $165,272,409 □ 148
AM-FM's □ $212,059,346 □ 102
TV's □ $1,184,301,620 □ 39
Total □ $1,698,071,538 □ 432

For 1991 total see Jan. 27, 1992 Broadcasting.

WQEH(FM) East Hampton, N.Y. □ CP sold by Chester Associates Ltd. to East Hampton Broadcasting Group Inc. for $300,000. **Seller** is headed by Marjorie Chester and has no other broadcast interests. **Buyer** is headed by Leonard I. Ackerman and Mickey Schulhof and has no other broadcast interests. WQEH is assigned to 96.7 mhz with 3 kw and antenna 298 feet above average terrain.

KORQ-AM-FM Abilene, Tex. □ Sold by Dennis Flam, bankruptcy trustee, to Burdon Wooten for $290,000. Earlier sale ("For the Record," April 13) for $4.928 million did not close. **Seller** also has interests in KXTQ(AM)-KKIK(FM) Lubbock and KMND(AM)-KNFM(FM) Midland, both Texas. **Buyer** is former radio general manager with no other broadcast interests. KORQ(AM) is fulltimer on 1340 khz with 1 kw. KORQ(FM) is on 100.7 mhz with 100 kw and antenna 1260 feet above average terrain. Stations simulcast AC format. *Broker: Whitley Media.*

SOLD!

KPDX-TV, the Fox affiliate licensed to Vancouver, Washington has been sold by **Columbia River Television, Inc.**, Jack F. Matranga, President to **Cannell Communications, L.P.**, William A. Schwartz, Chief Executive Officer.

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ft.)—Granted transfer of control from Signal Communications Corporation of New Jersey to Northern New Jersey Radio Inc. for $50,000. **Seller** is headed by W. Lawrence Patrick, and is transferring 20% equity interest in licensee. **Buyer** is headed by E. Burke Ross Jr. Trustees of E. Burke Ross Jr. Family Trust No. 1, sole limited partner of licensee, owns approximately 25% of stock of licensee of KOLL(FM) Pine Bluff, AR, WPLR(FM) New Haven, CT; WKNN-FM Pascagoula, MS, and WGNE-FM Titusville, FL. Action July 24.

■ **KMGL(FM) Oklahoma City** (BTCH920319GT; 104.1 mhz; 100 kw; ant. 1,425 ft.)—Granted transfer of control of Renda Broadcasting from Anthony F. Renda to brother Frank A. Renda to set up irrevocable trust (see WJAS[AM]-WSHH[FM] Pittsburgh, below). Action July 30.

■ **KBEZ(FM) Tulsa, OK** (BTCH920319GU; 92.9 mhz; 100 kw; ant. 1,318 ft.)—Granted transfer of control of Renda Broadcasting from Anthony F. Renda to brother Frank A. Renda to set up irrevocable trust (see WJAS[AM]-WSHH[FM] Pittsburgh, below). Action July 30.

■ **KKCW(FM) Beaverton (Portland), OR** (BALH920312HP; 103.3 mhz; 100 kw; ant. 1,654 ft.)—Dismissed app. of assignment of license from Force II Inc. to Capstar Media of Oregon Inc.; assignment represents merger that will be part of new company CF Media, consolidation of broadcast interests of Robert F.X. Sillerman (BROADCASTING, March 23). Included in merger is KODA(FM) Houston; KJQY(FM) San Diego; WSIX-FM Nashville; WJDS(AM)-WMSI(FM) Jackson, MS, and WSSL-AM-FM Greenville-Spartanburg, SC (see individual stations). Force II, headed by Norman Feuer, purchased station in January from Trumper Communications for $21 million ("Changing Hands," Jan. 20). Feuer has approximately 6.9% voting stock of Noble Broadcast Group, licensee of 7 AM's and 10 FM's. Capstar Media is headed by R. Steven Hicks and Sillerman. Besides interests in Force II and Capstar, Sillerman has attributable interests in class B nonvoting stock of Group W Radio Acquisition Corp., licensee of nine AM's and eight FM's. He owns 100% of shares of licensee of WHMP-AM-FM Northampton, MA. He is also sole shareholder of company that is 50% general partner of licensee of WNEW(AM) New York. Feuer and Hicks will hold executive positions at CF Media. Sillerman will be president and CEO. Action July 27.

■ **KCKX(AM) Stayton, OR** (BAL920610EA; 1460 khz; 1 kw-D, 15 w-N)—Granted assignment of license from The Concord Group Inc. to Spotlight Communications Inc. for $83,000. **Seller** is headed by Clifford A. Zauner, who has interests in KWBY(AM) Woodburn, OR. **Buyer** is headed by Don Craig, and has no other broadcast interests. Action July 28.

■ **WAMQ(AM) Loretto, PA** (BAL920612EA; 1400 khz; 1 kw-U)—Granted assignment of license from Sherlock-Hart Broadcasting Co. Inc. to Stevens Broadcasting Co. Inc. for $55,000. **Seller** is headed by Edward Horak. **Buyer** is headed by Thomas P. Cox. Horak and Cox have 32.5% and 5% interest, respectively, in WBXQ(FM) Cresson, PA. Action July 28.

■ **WJAS(AM)-WSHH(FM) Pittsburgh** (AM: BTC920319GQ; 1320 khz; 5 kw-U; FM: BTCH920319GR; 99.7 mhz; 10.5 kw; ant. 928 ft.)—Granted transfer of control of Renda Broadcasting from Anthony F. Renda to brother Frank A. Renda to set up irrevocable trust. Included in transfer are licensee stations WEJZ(FM) Jacksonville, FL, and KMGL(FM) Oklahoma City and KBEZ(FM) Tulsa, both Oklahoma (see above). Anthony Renda owns licensee stations WECZ(AM)-WPXZ-FM Punxsutawney, PA. Action July 30.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,971	183	5,154
Commercial FM	4,683	950	5,633
Educational FM	1,548	296	1,844
Total Radio	**11,212**	**1,429**	**12,641**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	165	746
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**193**	**1,690**
VHF LPTV	463	138	601
UHF LPTV	804	829	1,633
Total LPTV	**1,277**	**967**	**2,244**
FM translators	1,901	383	2,284
VHF translators	2,509	72	2,581
UHF translators	2,394	373	2,767

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Source: Nielsen, NCTA and Broadcasting's own research.

■ **KZZB(AM) Beaumont, TX** (BAL920602EA; 95.1 mhz; 100 kw; ant. 500 ft.)—Granted assignment of license from Triplex Communications Inc. to Martin Broadcasting Inc. for $70,000. **Seller** is headed by Jerry Condra, and has no other broadcast interests. **Buyer** is headed by Darrell E. Martin, and is licensee of KANI(AM) Wharton and KSSQ(AM) Conroe, both Texas. Martin is also 81% shareholder of licensee of KWWJ(AM) Baytown and sole shareholder of licensee of KFIT(AM) Lockhart, both Texas. Action July 28.

■ **KRBG(FM) Canadian, TX** (BAPLH911024HO; 103.1 mhz; 3 kw; ant. 300 ft.)—Dismissed app. of assignment of CP from Megahype Broadcasting Partnership to Advent Broadcasters, Inc. for $45,000. **Seller** is headed by Marcus Jones, and has no other broadcast interests. **Buyer** is headed by Kaye Arwood (100%), who has been granted CP's for LPTV's at Texarkana, TX. Action July 28.

■ **KMGR-AM-FM Orem (Salt Lake City), UT** (AM: BAL920303EA; 1230 khz; 1 kw-U; FM: BAPLH920303EB; 107.5 mhz; 45 kw; ant. 2,850 ft.)—Granted assignment license from RVI Ltd. to US Radio II Inc. for $400,000 ("Changing Hands," Jan. 20). **Seller** is headed by Thomas D. Willardson, and has no other broadcast interests. **Buyer** is headed by Ragan Henry, who is also purchasing WSLM-FM Salem, IN (see above). Action July 29.

■ **WARO(AM) Claremont, VA** (BTC920403EA; 670 khz; 20 kw)—Granted transfer of control within licensee Ultimate High Fidelity Medium Inc. for $9,000. **Transferor** is David Moran, transferring his 50% of licensee. Moran has 51% interest in licensee of WKBA(AM) Vinton and WVZN(AM) Lynchburg, both Virginia, and is licensee of WMYT(AM) Carolina Beach, NC. **Transferee**, Richard P. Biby, has no other broadcast interests. Action July 30.

■ **KAQQ(AM)-KISC(FM) Spokane, WA** (AM: 590 khz; 5 kw-U; FM: 98.1 mhz; 94 kw; ant. 2,030 ft.)—Granted assignment of license from Lilac City Broadcasting Company to Silverado Broadcasting Co. for $3.95 million ("Changing Hands," June 22). Assignment includes KWG(AM)-KSGO(FM) Stockton-Tracy, CA, selling for $1.288 million (see above). **Seller** is subsidiary of Home News Co., headed by William W. Boyd, and recently sold WEVU(TV) Naples, FL ("For the Record," March 30). It is parent of licensees of WKPT(AM)-WTFM(FM)-WKPT(TV) Kingsport, WKTP(AM) Jonesborough, KTYD(FM) Santa Barbara, CA, and WINE(AM)-WRKI(FM) Brookfield, CT. It also publishes eight newspapers. **Buyer** is headed by Ronald Miller (75%) and John Winkel (25%). Miller owns licensee of KVIQ(TV) Eureka, CA; his wife, Diane, has interests in licensee of six TV's. Action July 27.

NEW STATIONS

Applications

■ ***San Luis Obispo, CA** (BPED920727MB)—Harvest Broadcasting Co. Inc. seeks 88.5 mhz; 3 kw; ant. 425 m. Address: 1300 South Woodland Drive, Visalia, CA 93277. Applicant is headed by J. Raymond Wahlen, and has no other broadcast interests. Filed July 27.

■ ***Herkimer, NY** (BPED920731MA)—Herkimer County Community College seeks 91.5 mhz; .35 kw (V); ant. -35 m. Address: Reservoir Rd., Herkimer, NY 13350. Applicant is headed by Ronald F. Williams, and has no other broadcast interests. Filed July 31.

■ **Harkers Island, NC** (BPH920721MD)—Sidney Popkin seeks 100.3 mhz; 51 kw; ant. 100 m. Address: 625 New Bridge Street, Jacksonville, NC 28540. Applicant has interest in licensee of WXQR(FM) Jacksonville, NC. Filed July 21.

Broadcasting

In Brief

The Westwood One Radio Networks last week laid off 15 full-time news employes, or nearly 20% of the news staff at NBC Radio Network and Mutual Broadcasting System. Mutual and NBC also announced several changes in news programing, including the elimination of some feature programs and newcasts on the half hour. Mutual President Jack Clements said the cuts came in response to changes in affiliates' news demands. He added, "There's no question that declining network revenues have accelerated the process."

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 2. Numbers represent aggregate rating average/stations/% coverage)

1.	Oprah Winfrey Show	10.2/231/98
2.	Wheel Of Fortune	10.0/196/93
3.	Jeopardy	9.4/204/98
4.	Star Trek	8.7/243/99
5.	Married...With Children	7.2/175/94
6.	Tri Star Showcase II	7.2/178/97
7.	Nat'l Geographic-Assign.	6.8/171/96
8.	Entertainment Tonight	6.7/184/94
9.	Current Affair	5.8/166/91
10.	Cosby Show	5.5/168/96
11.	Worldvision I	5.3/139/93
12.	Inside Edition	5.2/133/87
13.	Wheel Of Fortune-wknd	5.0/160/75
14.	Sally Jessy Raphael	4.8/198/96
15.	Donahue	4.7/212/98

On Wednesday (Aug. 12) Senate Majority Leader George Mitchell, as expected, appointed **five senators to sit in conference on S. 12/H.R. 4850,** cable reregulation legislation (BROADCASTING, Aug. 10). Conferees are: Commerce Committee Chairman Ernest Hollings; ranking minority member John Danforth; Communications Subcommittee Chairman Daniel Inouye; ranking minority subcommittee member Bob Packwood and subcommittee member Wendell Ford. The House named its 11 conferees two weeks earlier. The conference is expected to yield a bill with rate regulation, program-access and must-carry/retransmission/consent provisions soon after Congress returns from recess Sept. 9.

BUSH REFUSES TO DISCUSS AFFAIR ALLEGATIONS

The White House press corps last week found out that certain questions are off-limits when it comes to President Bush's personal life.

Bush lashed out against reporters for asking what he described as "sleazy" questions about an alleged extramarital affair with a former aide in 1984. The charges surfaced on Tuesday in a *New York Post* article based on a new book, "The Power House."

Bush first showed his distaste with the allegations at a news conference on Tuesday when CNN correspondent Mary Tillotson questioned him about the charges.

"I'm not going to take any sleazy questions like that from CNN," Bush replied. *The New York Times* reported that Bush spokesman Marlin Fitzwater was so enraged by Tillotson that he said she would "never work around the White House again." Fitzwater denied the report.

Later on Tuesday, Bush once again became indignant when asked about the alleged infidelity during a previously scheduled one-on-one interview with NBC News correspondent Stone Phillips. "I think the media needs a little discipline on this, to be very honest with you," said Bush, who then threatened to end the interview if the line of questioning continued. "I'm not going to take any sleaze questions," said Bush. "I gave you a little warning. You see, you're perpetuating the sleaze by even asking it in the Oval Office, and I don't think you ought to do that, and I'm not going to answer the question." The 30-minute interview, for *Dateline NBC*, was edited to a 14-minute piece, with the exchange included in its entirety. -

Prime Ticket Network President **John C. Severino plans to retire** next month to explore personal interests and consulting opportunities. Former ESPN President Roger Werner, now president of Prime Sports Ventures, will become acting president of the Los Angeles-based regional sports network. Severino, a former president of ABC Television and GM of KABC-TV Los Angeles, joined Prime Ticket in October 1988.

The **Commission on Presidential Debates** is recommending the following dates and places for this year's debates: Sept. 22, Michigan State University; Sept. 29 (vice presidential) Louisville, Ky.; Oct. 4, University of San Diego; Oct. 15, University of Richmond.

MGM has named **Gary Marenzi** president of international distribution and worldwide pay television, filling a vacancy left by the resignation of Anothony Lynn in May. Marenzi will join MGM next month after spending the last three years as president of London-based United International Pictures (UIP) Pay TV Group, a joint venture of Paramount, MCAUniversal and MGM.

House Judiciary Committee Chairman **Jack Brooks** (D-Tex.) **won his jurisdiction battle with John Dingell** (D-Mich.), Energy and Commerce Committee chairman, over the telco antitrust bill (H.R. 5096), which would place heavy restrictions on the regional Bell operating companies' entry into information services, including cable TV. Dingell argued that the bill directly affects communications policy and should have been considered by his com-

C1850-14

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CTAM
Customer service takes center stage in San Francisco

BVT PITCHES AFFILIATES

Offers ratings data on strength of kids shows

By Mike Freeman

Having dropped its antitrust suit against the Fox Children's Network (BROADCASTING, Feb. 3) after nearly two years, and apparently recognizing that Fox affiliates will likely run FCN programing in pattern from 3-5 p.m. on weekdays, Disney, under Buena Vista Television President Bob Jacquemin, is mounting a major campaign to attract network affiliates to its two-hour weekday *Disney Afternoon*.

Jacquemin and the Buena Vista sales staff have hit the road with a campaign outlining "dramatic" gains he says *Disney Afternoon* has made in some of the 29 markets where affiliates are stripping it in traditional adult early fringe time slots.

Jacquemin estimates that 50-60 incumbent Fox affiliates have renewed *Disney Afternoon* for the 1993-94 through 1994-95 seasons.

"I would love to remain on the independents [now mostly Fox affiliated stations], but if a station is conceivably going to carry the animation from another supplier, we would have to respond to market conditions like any other distributor," Jacquemin says. Buena Vista is presenting ratings research suggesting that its programing on 55 non-Fox affiliates provides strong counter-programing to competing affiliates airing *The Oprah Winfrey Show* or *Donahue* in early fringe.

Although the report notes a "growing trend" in the number of affiliates airing weekday animated programing, only 25% of the 55 stations that carry Disney or other supplier programing are in the top 100 markets, and 24 of the 29 *Disney Afternoon* affiliates are in market sizes 105-210. Based on the numbers from airings of Disney programs on affiliates, BVT, using February 1992 Nielsen sweeps research (NSI), claims that *Darkwing Duck* averaged a 9.1 rating among the kids 2-11 demo group on 22 affiliates; *Tale Spin*, a 7.2 rating (26 affiliates), and *Chip 'n' Dale's Rescue Rangers* a 6.8 rating (7 affiliates). ■

This Week

DIGITAL'S SPLIT SCREEN / 3

Although digital technology gives broadcasters an efficient medium in which to transmit advanced pictures, it also gives their cable and DBS competitors a means to multiplex NTSC signals.

NO BOUNCE / 11

GOP harmony was good news for the party but bad news for network executives hoping for a ratings boost from convention coverage.

NO WAIVER / 18

Two San Francisco affiliates that have shifted prime time back an hour were denied a waiver last week that would have allowed them to test pulling network late-night programing into the closing prime time hours. The FCC said a similar waiver granted KCRA-TV Sacramento is sufficient for a test.

NO FEAR / 19

An ABC affiliate in San Diego, tackling the pay-per-view assault head on, plans to heavily promote the network's PPV college football coverage and feed one game per week to local cable.

CTAM CONVENES / 22

The Cable Television Administration and Marketing Society, meeting in San Francisco this week, will be looking at ways to boost cable's consumer appeal.

Convention bounce is all Bush's (p. 11).

NEGLECTED BY THE FCC / 25

The failure of the FCC to incorporate a higher limit for minorities in its radio ownership caps was the latest signal for minorities that the commission is indifferent to the need for creating minority opportunities.

9
WWOR·TV

AUTO RATINGS / 28

Employing a two-foot antenna mounted along selected roadside locations, KBE Broadcasting by Design offers clients data on which stations commuters are listening to.

FCC OK'S WWOR SALE / 32

The sale of Pinelands, parent company to WWOR-TV New York, to BHC Communications was approved last week by the FCC. The commission, however, will hold a hearing on allegations that holdings by BHC principal Mario Gabelli put him in violation of various ownership rules.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week Aug 10-16

	ABC	CBS	NBC	FOX
MONDAY	9.0/16	11.1/20	12.5/22	NO PROGRAMING
8:00	41. NFL Preseason Football—New Orleans Saints vs. Chicago Bears 9.0/16	34. Evening Shade 9.4/18	21. Blossom 10.9/21	
8:30		32. Major Dad 9.6/17	6. Blossom 12.8/23	
9:00		9. Murphy Brown 12.5/21	6. NBC Monday Night Movies—Settle the Score 12.8/22	
9:30		17. Designing Wmn 11.3/19		
10:00		13. Northern Exposure 11.8/21		
10:30				
TUESDAY	12.1/22	10.0/19	7.0/13	NO PROGRAMING
8:00	11. Full House 12.2/24	24. Rescue: 911 10.4/20	76. Quantum Leap 5.4/10	
8:30	2. Home Improvmt 14.8/27			
9:00	1. Roseanne 16.0/28	30. Freshman Dorm* 9.7/17	70. Reasonable Doubts 6.1/11	
9:30	4. Coach 14.2/24			
10:00	55. Civil Wars 7.7/14	27. Northern Exposure 10.0/19	32. Dateline NBC 9.6/18	
10:30				
WEDNESDAY	6.6/12	9.8/18	10.2/18	10.3/18
8:00	62. ABC Movie Special—Backfield in Motion 6.9/12	45. CBS Special Movie—White Fang 8.6/15	19. Unsolved Mysteries 11.1/21	21. Beverly Hills 90210 10.9/20
8:30				
9:00			15. Seinfeld 11.4/19	30. Melrose Place 9.7/16
9:30			35. Wings 9.2/16	
10:00	72. Civil Wars 5.9/11	11. 48 Hours 12.2/23	37. Law and Order 9.1/17	
10:30				
THURSDAY	7.0/13	11.7/21	8.6/15	7.8/14
8:00	69. Who's the Boss? 6.3/13	18. Top Cops 11.2/22	64. A Diffrnt World 6.8/13	41. Simpsons 9.0/18
8:30	70. Growing Pains 6.1/11		43. Cosby 8.8/16	68. Parker Lewis 6.4/12
9:00	80. Homefront 4.9/9	8. Street Stories 12.7/22	15. Cheers 11.4/20	54. Beverly Hills 90210 7.8/14
9:30			29. Wings 9.8/17	
10:00	28. Primetime Live 9.9/18	19. Bodies of Evidence 11.1/20	58. L.A. Law 7.3/13	
10:30				
FRIDAY	9.8/21	6.7/14	8.0/17	4.9/11
8:00	35. Family Matters 9.2/21	67. Visitors from the Unknown 6.6/15	37. Matlock 9.1/19	77. America's Most Wanted 5.3/12
8:30	37. Step By Step 9.1/20			
9:00	45. Dinosaurs 8.6/18	65. CBS Friday Movie—Moonstruck 6.7/14		77. Sightings 5.3/11
9:30	52. Perfect Strangers 8.1/16			85. Rachel Gunn, R.N. 3.8/8
10:00	13. 20/20 11.8/24		73. I'll Fly Away 5.8/12	
10:30				
SATURDAY	6.2/13	4.8/10	7.5/16	7.5/16
8:00	82. Just Desserts 4.5/10	81. NFL Preseason Football—Cleveland Browns vs. New York Giants 4.8/10	60. Golden Girls 7.2/16	56. Cops 7.5/17
8:30				52. Cops 2 8.1/17
9:00	73. Human Target 5.8/12		48. Empty Nest 8.4/17	58. Code 3 7.3/15
9:30			47. Nurses 8.5/17	62. Code 3 6.9/14
10:00	48. The Commish 8.4/17		65. Sisters 6.7/14	
10:30				
SUNDAY	9.2/17	13.8/25	9.5/17	6.2/11
7:00	75. Life Goes On 5.7/12	5. 60 Minutes 13.8/29	56. Secret Service 7.5/16	86. Bill & Ted 3.2/7
7:30				84. True Colors 4.1/8
8:00	37. Am Fun Home Vid 9.1/17	10. Murder, She Wrote 12.4/23	25. I Witness Video 10.3/19	48. In Living Color 8.4/16
8:30	23. ABC Sunday Night Movie—Jewel of the Nile 10.6/18			43. Roc 8.8/16
9:00		3. CBS Sunday Movie—Good Night, Sweet Wife 14.4/25	26. NBC Sunday Night Movie—Tremors 10.1/17	48. Married w/Childn 8.4/14
9:30				61. Herman's Head 7.0/12
10:00				79. Down the Shore 5.2/9
10:30				82. Down the Shore 4.5/8
WEEK'S AVGS	8.6/16	9.9/19	9.1/17	7.1/16
SSN. TO DATE	11.1/19	12.4/21	11.8/20	7.5/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

er is headed by Elainne B. Fox and has no other broadcast interests. **Buyer** is headed by Ronald J. Morey and is licensee of WDRE-FM Garden City, N.Y. WIBF-FM has religious, ethnic format on 103.9 mhz with 340 w and antenna 1,000 feet.

WVLR(FM) Appomattox, Va. □ Sold by LBS Broadcasting Inc. to L-R Radio Group Inc. for $1.24 million. **Seller** is headed by James A. Pounds and has no other broadcast interests. **Buyer** is headed by John Broomfield, who is vice president of Ragan Henry Broadcasting Group, licensee of one AM and two FM's; president Ragan Henry has interests in 8 AM's, 15 FM's and 1 TV. L-R Radio Group shareholder Keith E. Putbrese (22%) has interests in licensee of WREL-AM-FM Lexington, Va. WVLR has top 40 format on 102.7 mhz with 22 kw and antenna 745 feet.

WKWI(FM) Kilmarnock, Va. □ Sold by Kilmarnock Broadcasters to Buffalo Broadcasters Inc. for $715,000. **Seller** is headed by William D. Loudy, who has interests in WNNT-AM-FM Warsaw, Va. **Buyer** is headed by Thomas E. Davis and has no other broadcast interests. WKWI has AC format on 101.7 mhz with 3 kw and antenna 328 feet.

WEYY-FM Talladega, Ala. □ Sold by Radio Talladega Inc. to James H. and Laura A. Jacobs, husband and wife, for $570,000. **Seller** is headed by Jimmy E. Woodard, who also has interests in WVOK(AM) Birmingham and WOXR(AM) Oxford, both Alabama. James Jacobs is general manager of WSYA-AM-FM Montgomery, Ala. WEYY-FM has country format on 92.7 mhz with 250 w and antenna 870 feet above average terrain.

KIKM-FM Sherman, Tex. □ Sold by Hawthorne Broadcasting Corp. to Hunt Broadcasting Inc. for $500,000. **Seller** is headed by Steve Kahn and has no other broadcast interests. **Buyer** is headed by James G. Hunt and has no other broadcast interests. KIKM-FM has country format on 96.7 mhz with 3 kw and antenna 265 feet above average terrain. *Broker: George Moore & Associates.*

WARE(AM) Ware, Mass. □ Sold by Ware Communications Corp. to Quadra Communications Inc. for $400,000. **Seller** is headed by Joseph S. Dorison. Principal Richard L. Sadowsky has interests in KIEM-TV Eureka, Calif. **Buyer** is headed by Wayne R. Higney and has no other broadcast interests. WARE has AC format on 1250 khz with 5 kw day and 2.5 kw night.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$646,000** □ **3**

FM's □ **$117,174,000** □ **13**

AM-FM's □ **$5,085,000** □ **2**

TV's □ **$15,000,000** □ **1**

Total □ **$137,905,000** □ **19**

1992 to Date:

AM's □ **$137,084,163** □ **146**

FM's □ **$282,446,409** □ **161**

AM-FM's □ **$217,144,346** □ **104**

TV's □ **$1,199,301,620** □ **40**

Total □ **$1,835,976,538** □ **451**

For 1991 total see Jan. 27, 1992 BROADCASTING.

WBAR(FM) Lake Luzerne, N.Y. □ CP sold by Bulmer Communications of Glens Falls Inc. to Capital Media Corp. for $271,000. **Seller** is headed by John Bulmer, who has interests in three FM's and is permittee for new FM. **Buyer** is headed by Paul F. Lotters, who also owns WHAZ(AM) Troy, N.Y. WBAR is assigned to 94.7 mhz with 1.35 kw and antenna 478 feet above average terrain.

KECO(FM) Elk City, Okla. □ Sold by Ronca Broadcasting Co. to Paragon Broadcasting Inc. for $260,000. **Seller** is headed by Ron Sewell and has no other broadcast interests. **Buyer** is headed by Cletis Killian. Principal Brooks Brewer is director of licensee of KOKL(AM) Okmulgee, Okla. KECO has country format on 96.5 mhz with 100 kw and antenna 500 feet above average terrain.

KBIC(FM) Alice, Tex. □ CP sold by Alice Broadcasting Corp. to Christian Ministries of the Valley Inc. for $250,000. **Seller** is headed by Julius Germano, who has interests in LPTV station serving Las Vegas. **Buyer** is headed by Enrique Garza and is licensee of KRGE(AM) Weslaco, Tex. KBIC has C&W and Spanish format on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

Kelly Callan, Fred Kalil, Frank Higney,
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■ **Ripley, WV** (BPED910930MC)—Granted app. of Lower Ohio Valley Educational Corp. for 90.7 mhz; 3 kw; ant. 100 m. Address: 1928 Washington Blvd., P.O. Box 473, Belpre, OH 45714. **Seller** is headed by Anthony L. Atkinson, and is permittee of WMBP(FM) Belpre, OH. Action Aug. 4.

■ **Summersville, WV** (BPED910524MA)—Granted app. of Mountain State Baptist Church for 90.5 mhz; 11 kw; ant. 289 m. Address: P.O. Box 7, Summersville, WV 26651. Applicant is headed by James Fellure, and has no other broadcast interests. Action July 30.

■ **Laramie, WY** (BPH910730MD)—Granted app. of Centennial Broadcasters for 104.5 mhz; 3 kw; ant. 290 m. Address: P.O. Box 90357, Atlanta, GA 30364. Applicant is headed by Steven D. King and Daryl L. Fredine; Fredine is 24% stockholder in licensee of WRPQ(AM) Baraboo, WI. Action July 31.

FACILITIES CHANGES

Applications

FM's

■ **Lake Havasu City, AZ** KZUL-FM 105.1 mhz—July 27 application of Mad Dog Wireless Inc. for CP to make changes, change ant.: 814 m.; TL: NW of Crossman Pear, 10 mi. NE of Lake Havasu City, correction of "as built."

■ **Oro Valley, AZ** KRKN(FM) 97.5 mhz—July 20 application of Christopher T. Maloney for CP to make changes: ant.: -4 m.

■ **Paragould, AR** KDXY(FM) 104.9 mhz—July 16 application of North Arkansas Radio Co. Inc. for CP to make changes; change ERP: 13.5 kw H&V; ant. 137 m.; TL: 320 m. north of SR 18, 2.775 km west of Needham, AR (per MM docket #90-321) class C3.

■ **Auberry, CA** KSLK(FM) 105.1 mhz—July 17 application of 105 Mountain Air Inc. for CP to make changes, ERP: .56 kw H&V and ant.: 600 m.

■ **Santa Rosa, CA** KZST(FM) 100.1 mhz—July 21 application of Redwood Empire Sterocasters Inc. for CP to make changes to ant. 74 m.

■ **Clearwater, FL** WXTB(FM) 97.9 mhz—June 3 application of Great American TV & Radio Co. Inc. for CP to make changes: ant.: 404 m., TL: 2.6 miles N of Tarpon Springs, Largo, FL, change class to C (per MM docket #88-501) pet. to deny filed 7-17-92.

■ **Palm Bay, FL** WEJF(FM) 90.3 mhz—July 24 application of Palm Bay Public Radio Inc. for mod. of CP (BPED-841113MA) to make changes; change ERP 2 kw H&V; ant. 90 m.

■ **Port Charlotte, FL** WVIJ(FM) 91.7 mhz—July 21 application of Port Charlotte Educ. B/C Foundation for CP to make changes; change: ERP: 3.6 kw (H&V); ant.: 100 m.; TL: 213 m. west of U.S. Route 17, 1 km southwest of Fort Ogden, FL.

■ **Venice, FL** WCTQ(FM) 92.1 mhz—July 17 application of Asterisk Radio Inc. for CP to make changes: ERP: 17.5 kw (H&V), ant.: 118 m., TL: 282 N. Auburn Road, Venice, class C3 (per MM docket #91-257).

■ **Honolulu** KAIM-FM 95.5 mhz—July 14 application of Christian Broadcasting Association for mod. of CP (BPH-910905IL) to make changes: change: TL: Palikea Ridge, 6 km WNW of Waipahu, Honolulu Co., HI.

■ **Coeur d'Alene, ID** KETB(FM) 102.3 mhz—July 24 application of Communications Group Inc. for CP to make changes; change ant.: 114 m.; TL: approx. 5 km west of Coeur d'Alene at end of 4 Winds Rd.

■ **Sandpoint, ID** KJDE(FM) 102.5 mhz—July 24 application of Kennedy Broadcasting Inc. for CP to make changes; change TL: 212 North First Street, Sandpoint, ID.

■ **Springfield, IL** WQIB(FM) 90.5 mhz—July 24 application of Illinois Bible Institute for mod. of CP (BPED-901205MA) to make changes; change ant.: 850 m.; TL: 6.5 km north of Pawnee, IL, and 5.5 km east of Rt. 66.

■ **Battle Ground, IN** WVZE(FM) 98.7 mhz—July 13 application of WVZE Inc. for mod. of CP (BPH-891006MW) to make changes: ERP: 4.4 kw (H&V), ant.: 117 m., TL: 2510 South 30th Street, Lafayette, IN.

■ **Columbus, KS** KOCD(FM) 98.3 mhz—July 23 application of Saturn Communications Inc. for mod. of CP (BPH-910506IF) to make changes: ERP: 6.1 kw (H&V) ant.: 94 m., frequency: 105.3 mhz; class: C3 (per MM docket #90-453).

■ **Carrollton, KY** WIKI(FM) 100.1 mhz—July 14 application of WIKI Inc. for CP to make changes: ERP: 1.8 kw (H&V), ant.: 129 m., TL: 1.1 km north of intersection of Highway 1477 and Highway 1226, just west of 1477 in Trimble County, KY, frequency: 95.3 mhz; (per MM docket #88-31).

■ **Hawesville, KY** WLME(FM) 105.7 mhz—July 10 application of Joe L. Aldridge for mod. of CP (BPH-871201MA) to make changes, ERP: 2.6 kw H&V, ant.: 154 m.; TL: 5.7 km northwest of Pellville, KY, .25 km north of Indian Hills Road.

■ **Larose, LA** KMZM(FM) 100.3 mhz—July 17 application of Electronics Unlimited Inc. for mod. of CP (BPH-880630MP) to make changes, ERP: 6 kw H&V ant.: 97 m., and change TL: 11603 Highway 308, Lafourche Parish, LA.

■ **Alma, MI** New FM 90.9 mhz—July 27 application of New Alma College for mod. of CP (BPED-910903MA) to change TL: Tyler Student Center, Alma College, Alma.

■ **Spring Arbor, MI** WSAE(FM) 106.9 mhz—July 14 application of Spring Arbor College Communications for CP to make changes: ERP: 3.9 kw (H&V).

■ **Charleston, MO** KWKZ(FM) 106.1 mhz—July 14 application of Dianne Anderson mod. of CP (BPH-880324OG) to make changes to ERP: 34 kw H&V; ant. 178 m.; TL: .55 mi. N of junction of Hwy 61 and Rt. 77 near Moreley, MO (Scott Co.); class C2 (per MM docket 91-218).

■ **Newark, NJ** New FM 105.9 mhz—July 23 application of New Multicultural Broadcasting Inc. for CP to make changes; change ERP: 2.47 kw (H&V); ant.: 220 m., TL: Chanin Building, 122 East 42nd St., New York.

■ **Topsail Beach, NC** WZXS(FM) 103.9 mhz—July 13 application of Topsail Broadcasting Inc. for mod. of CP (BPH-870812MB) to make changes: ERP: 21.5 kw (H&V), TL: west of Thomas Landing Road, 6 km E of Holly Ridge, NC, class C3 (per MM docket #91-241).

■ **Oak Harbor, OH** WFUA(FM) 97.3 mhz—July 22 application of Oak Harbor Community B/C Inc. for mod. of CP (BPH-880816NJ) to make changes; change ERP: 1.15 kw (H&V) ant.: 162 m.; TL: site is 11 km WSW of Oak Harbor.

■ **Zanesville, OH** WCVZ(FM) 92.7 mhz—July 17 application of Christian Voice of Central Ohio for CP to make changes; change ERP: 16.15 kw (H&V); change ant.: 124 m.; TL: 13720 Township Road 203 Northeast, Perry County, OH; change class to B1; change community of license from Zanesville, OH, to South Zanesville, OH (per MM docket #89-51).

■ **Idabell, OK** KBEL-FM 96.7 mhz—July 23 appli-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,707	944	5,651
Educational FM	1,557	290	1,847
Total Radio	**11,233**	**1,420**	**12,653**
Commercial VHF TV	557	13	570
Commercial UHF TV	583	164	747
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	**1,500**	**191**	**1,691**
VHF LPTV	466	131	597
UHF LPTV	818	841	1,659
Total LPTV	**1,284**	**972**	**2,256**
FM translators	1,901	390	2,291
VHF translators	2,512	80	2,592
UHF translators	2,406	392	2,798

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

As part of last week's settlement between **Time Warner and Viacom** (see page 4), **Home Box Office and Showtime Networks in January will launch an integrated multi-premium marketing plan** that will promote pay-TV services through six-week campaigns five times a year (January, April, July, September and November). The combined effort will boost their usual direct mailings by about 25% per year and will include direct-response TV in a minimum of 60% of the U.S.

Albert (Bud) Heck resigned as president-executive director of the Radio Network Association and was replaced by Rick Devlin, the industry association said last week. Devlin most recently was president of group owner D&F Broadcasting.

WBLS-FM New York went public last week with a ratings dispute involving Arbitron and said it would not pay for the latest ratings book. The urban contemporary station made a formal presentation to ad agency buyers detailing what it said was an inadequate sample size for the New York market, particularly for blacks. To compensate for the alleged problem, WBLS-FM said it would average the last four ratings books together. The dispute was exacerbated by Arbitron's participation in a promotional fair co-sponsored by a competing station, and from which other stations were prohibited from participating (BROADCASTING, Aug. 3).

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 9. Numbers represent aggregate rating average/stations/% coverage)

1. Oprah Winfrey Show	9.9/231/99
2. Wheel Of Fortune	9.3/194/91
3. Star Trek	8.2/236/94
4. Married...With Children	7.1/175/93
5. Columbia Night-Movies	6.6/169/91
6. Entertainment Tonight	6.2/183/94
7. Current Affair	5.9/165/90
8. Cosby Show	5.4/189/95
9. Wheel Of Fortune-wknd	5.3/161/73
10. Donahue	5.1/214/98
11. Sally Jessy Raphael	5.0/200/95
12. Hard Copy	4.3/174/92
13. Geraldo	4.2/183/94
13. Love Connection	4.2/169/92
13. Street Justice	4.2/138/92

KENT-NBC FEUD ENDS IN FIRING

NBC fired Rome-based correspondent Arthur Kent last week for "repeated breaches of his agreement with NBC," the network's news division said last Friday. The firing came after a week of bizarre developments in the Kent-NBC feud, which festered for months over various complaints by the correspondent that the network wasn't allowing him to put his best work on the air, through the prime time magazine *Dateline* and *Nightly News.* Two weeks ago the feud boiled over when NBC suspended Kent for refusing an assignment to Zagreb, Croatia.

Last week, Kent raised his colleagues' eyebrows by handing out, in front of NBC's New York headquarters, leaflets in which he charged the "Gartner management regime" with "brute stupidity and the unworthiness to command." Kent was subsequently booked on Jay Leno's *Tonight Show,* but the network forced the show to cancel the appearance. In today's edition of *Entertainment Weekly,* Kent is quoted as saying: "You can't have shitheads like that running NBC News." A source said Kent's days at NBC were numbered even before he served up that opinion of his bosses, however. Separately, NBC News said that Joe Alicastro, a producer who was suspended with Kent, had been reinstated, after he and the news division reconciled their differences. —SM

Talk show host **Geraldo Rivera was arrested** Aug. 16 following a scuffle with a Ku Klux Klansman in Janesville, Wis. Rivera was charged with battery and released the same day after posting $500 bail (pending an Aug. 31 hearing). Rivera, whose talk show is distributed by Tribune Entertainment, claimed that Ku Klux Klansman John R. McLaughlin, 42, of Champaign, Ill., attacked him as his TV crew was attempting to tape a Klan rally. *The Janesville Gazette* reported that McLaughlin, who was also arrested and later released on bail, had several cuts and appeared to have lost some teeth. A Tribune spokesman confirmed that the Klan rally, and fight footage, will be broadcast the first week of *Geraldo*'s new season next month.

Allbritton Communications said it **increased the size of its debt offering** from $115 million to $125 million and priced the debt issue to yield 11.55%. Net proceeds from the offering, managed by Merrill Lynch & Co., are to be used "substantially" to repay existing indebtedness.

KZKX(FM) Lincoln, Neb., was sold by a subsidiary of Sherman Broadcasting Corp. to C.T. Robinson for $2.85 million. The seller, headed by Jay Meyers, also owns KKRD(FM) Wichita. The buyer is the former co-chairman of Unistar Network and recently bought KTCR(AM)-KOTY(FM) Kenniwick-Richland and KEYF-AM-FM Spokane, both Washington. Broker: Media Venture Partners.

KBIL-FM San Angelo, Tex., was granted license renewal after being under FCC review for a year. The commission found the station failed to meaningfully self-assess its EEO program. The renewal, held up by a petition from the NAACP alleging

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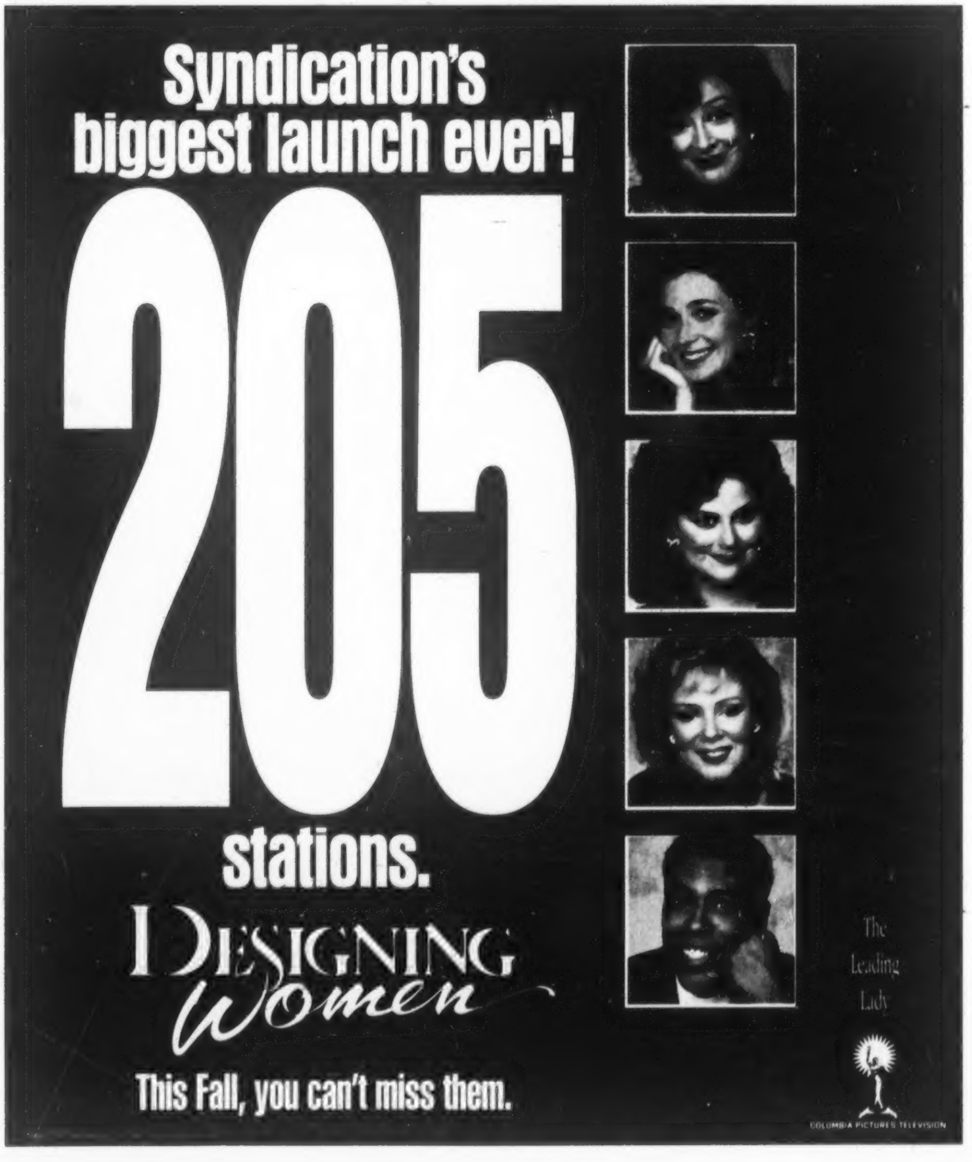
- ❑ **WALL STREET SAYS TV STATIONS' GOOD OLD DAYS ARE OVER / 3**
- ❑ **ANDREW: STATIONS ARE PORT IN STORM FOR COMMUNITIES / 4, 33**
- ❑ **CTAM MESSAGE: CUSTOMER SERVICE IS CRUCIAL / 21**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SPECIAL REPORT
CHILDREN'S TELEVISION
Page 35

yourself with mattresses," Pitts quoted Norcross as advising. Though it "sounded foolish," Pitts's family rode out Andrew in the only portion of his house to survive the storm: the closet.

The hurricane also limited broadcasters' mobility. At 5:30 a.m., Reichblum got a call from a WPLG backup crew trying to send a story from the transmitter site. The wind had nearly lifted their truck off the ground. Reichblum ordered all his people under cover. Even after camera crews had hit the streets again by 7:30 a.m. Monday, WPLG anchors interviewed photographers in a studio set that was half-lit to ration power while fresh video was edited.

Inventiveness didn't stop there. WSVN(TV) left its seaside studio late Sunday night, making a ministudio of a satellite truck parked beside its transmitter. "I remember telling someone, 'This must be how TV was at the start'—no frills," Joel Cheatwood, vice president of news for WSVN(TV), said of a Monday morning spent hot cutting from live shot to live shot to get the story out swiftly.

Sometimes lack of fuel for news vans hampered video delivery. And for some stations in both Florida and Louisiana, a dearth of gasoline and diesel fuel threatened continued operation of station generators.

By mid-Monday, Miami crews were covering new stories of Andrew's aftermath, as millions of people wondered where they would get food, where they might encounter civil unrest and when power, water and telephone might return to normal.

Just after noon, WSVN flew its helicopter back from the safety of Orlando, and for the rest of the day landed it only long enough to refuel. "You just had no idea how extensive the damage was until those aerial shots came in," said Cheatwood.

Florida Governor Lawton Chiles may have said it best: "Mass communications—primarily the broadcast media—allowed us to warn the many thousands of residents about the storm hours before it made landfall. I hate to think of the additional devastation a storm of this magnitude reaching our shores unannounced could have produced." ■

For the story of radio's coverage of Hurricane Andrew, see page 33.

This Week

MARGINAL PROFIT MARGINS / 3

As the economy improves, slow revenue growth is expected to depress TV station profit margins for the foreseeable future.

REVIEW OF AD DECISION LIKELY / 11

Proponents of letting stations refuse to air political spots picturing aborted fetuses will ask the FCC to review its decision that the ads are not obscene.

BEAKMAN'S TWO WORLDS / 17

Columbia Pictures Television Distribution will share *Beakman's World*, already sold to 220 stations for fall, with The Learning Channel. TLC will air a different show each week than that aired by stations.

CUSTOMERS FIRST / 21

Newfound competition and the threat of reregulation pushed customer service to the top of the agenda at the Cable Television Administration and Marketing Society conference last week.

DOFFING THE CAPS / 23

In response to an FCC proposal made last May, CBS, Fox and the National Telecommunications and Information Administration led the charge last week for relaxation of national TV ownership caps.

MIXED RESULTS AT NEWS CORP. / 27

News Corp.'s station division was among its best operations in the year ending June 30, the company reported in its 1992 operating statement. Fox Broadcasting showed a modest profit.

RADIO WEATHERS STORM / 33

Florida radio, using backup generators to stay on the air and occasionally simulcasting TV news reports, kept listeners tuned to the progress of Hurricane Andrew.

SPECIAL REPORT: CHILDREN'S TV / 38

With Fox Children's Network and Buena Vista consuming the lion's share of children's programing time, smaller syndicators may have to settle for the less lucrative morning blocks.

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Major suppliers grab kids blocks (p. 38).

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Broadcasting's Ratings Week ▫ Aug 17-23

	ABC	CBS	NBC	FOX
MONDAY	5.0/9	7.6/13	8.2/14	8.7/15
8:00	83. The Young Indiana Jones Chronicles 5.1/9	29. Evening Shade 8.7/16	15. Fresh Prince 10.9/20	29. Fox Night at the Movies—Bonnie & Clyde: The True Story 8.7/15
8:30		21. Major Dad 9.5/16	8. Blossom 11.6/20	
9:00	73. FBI: Untold Str 5.5/9	9. Murphy Brown 11.5/19	34. Powers That Be 8.4/14	
9:30	78. '92 Vote—Republican National Convention 5.3/10	69. Campaign '92—Republican National Convention 5.6/10		
10:00			80. Decision '92—Republican Convention 5.2/10	
10:30				
TUESDAY	10.3/18	7.0/12	5.3/10	NO PROGRAMING
8:00	13. Full House 11.2/21	18. Rescue: 911 10.0/18	76. Quantum Leap 5.4/10	
8:30	6. Step By Step 12.1/21			
9:00	2. Roseanne 15.5/26	49. Freshman Dorm 7.1/12	61. Reasonable Doubts 6.2/10	
9:30	5. Arresting Bhvr 12.4/21			
10:00	73. '92 Vote—Republican National Convention 5.5/11	91. Campaign '92—Republican Convention 3.9/7	87. Decision '92—Republican Convention 4.4/8	
10:30				
WEDNESDAY	7.7/13	6.1/12	8.9/15	10.1/17
8:00	49. Wonder Years 7.1/13	56. CBS Special Movie—The Dream Team 6.7/13	9. Unsolved Mysteries 11.5/21	13. Beverly Hills 90210 11.2/20
8:30	43. Doogie Howser 7.7/13			
9:00	12. Home Improvmt 11.3/19		16. Seinfeld 10.5/17	28. Melrose Place 8.9/15
9:30	21. Arresting Behav 9.5/16		31. Wings 8.6/14	
10:00	80. '92 Vote—Republican National Convention 5.2/10	85. Campaign '92—Republican Convention 4.8/9	69. Decision '92—Republican Convention 5.6/10	
10:30				
THURSDAY	6.6/12	6.3/12	8.2/15	9.0/16
8:00	58. Who's the Boss? 6.6/13	34. Top Cops 8.4/16	48. A Diffrnt World 7.3/14	23. Simpsons 9.3/18
8:30	63. Growing Pains 6.0/11		24. Cosby 9.2/17	54. Parker Lewis 6.9/13
9:00	52. '92 Vote—Republican National Convention 7.0/13	67. Campaign '92—Republican National Convention 5.7/10	4. Cheers 12.5/22	19. Beverly Hills 90210 9.9/17
9:30			52. Decision '92—Republican National Convention 7.0/13	
10:00				
10:30				
FRIDAY	10.2/21	7.0/15	7.2/14	5.3/11
8:00	17. Family Matters 10.1/22	69. Driving Miss Daisy 5.6/12	39. Matlock 7.9/16	69. America's Most Wanted 5.6/12
8:30	20. Step By Step 9.7/20	76. Major Dad 5.4/11		
9:00	25. Dinosaurs 9.1/18	42. CBS Friday Movie—Baby of the Bride 7.8/16		73. Sightings 5.5/11
9:30	32. Perfect Strangers 8.5/17			89. Rachel Gunn, R.N. 4.3/8
10:00	7. 20/20 11.8/24		67. I'll Fly Away 5.7/11	
10:30				
SATURDAY	5.4/11	5.5/12	7.1/15	6.4/14
8:00	87. ABC World of Discovery 4.4/10	80. CBS Saturday Movie—Lucy & Desi: Before the Laughter 5.2/11	47. Golden Girls 7.4/17	56. Cops 6.7/16
8:30			60. Powers That Be 6.3/14	36. Cops 2 8.3/18
9:00	86. Human Target 4.6/9		45. Empty Nest 7.6/16	59. Code 3 6.4/13
9:30			45. Nurses 7.6/15	90. Vinnie & Bobby 4.0/8
10:00	49. The Commish 7.1/15	63. Jake and the Fatman 6.0/13	55. Sisters 6.8/14	
10:30				
SUNDAY	6.4/11	14.4/26	7.7/15	6.4/12
7:00	78. Life Goes On 5.3/11	3. 60 Minutes 13.7/29	66. Secret Service 5.9/13	93. Bill & Ted 3.3/7
7:30				92. True Colors 3.8/8
8:00	32. Am Fun Home Vid 8.5/16	9. Murder, She Wrote 11.5/21	27. I Witness Video 9.0/17	36. In Living Color 8.3/16
8:30	39. Am Fun People 7.9/14			39. Roc 7.9/14
9:00	63. ABC Sunday Night Movie—The Perfect Tribute 6.0/10	1. CBS Sunday Movie—Good Night, Sweet Wife 16.1/28	38. NBC Sunday Night Movie—Tremors 8.0/14	25. Married w/Childn 9.1/16
9:30				43. Herman's Head 7.7/13
10:00				62. Down the Shore 6.1/10
10:30				84. Down the Shore 5.0/9
WEEK'S AVGS	7.3/14	8.0/15	7.5/14	7.5/14
SSN. TO DATE	11.1/19	12.3/21	11.7/20	7.5/13

RANKING/SHOW (PROGRAM RATING/SHARE)   *PREMIERE   SOURCE: NIELSEN MEDIA RESEARCH   YELLOW TINT IS WINNER OF TIME SLOT

ALL IN THE FAMILY

Jacor Communications has asked the FCC to rescind its July 24 transfer of control of Todd Paxson's WUVU(FM) St. Augustine, Fla., to his ~~father,~~ Lowell (Bud) Paxson, creator of the Home Shopping Network, alleging a prima facie violation of both the current and proposed multiple-ownership rules. Bud Paxson owns WROO(FM) Jacksonville, Fla., and has a time brokerage agreement with (as well as an application to buy) WAIA(FM) St. Mary's, Ga. The signals of both stations overlap that of WUVU. Jacor, which owns WQIK-AM-FM in the market, had earlier challenged the Paxsons' holdings, alleging that Todd was acting as a front for his father. In an apparent attempt to remedy any multiple ownership problem, Paxson, as "emergency temporary guardian" of Todd, is now seeking to transfer control of WUVU to a second son, Devon (see "For the Record"). Devon's attorney, Richard Swift, said the deal "shouldn't be a problem at the commission." But Jacor's attorney, Marissa Repp, said the broadcast group may challenge that deal as well. "All we want is a level playing field," she said. —JG

and is also receiver for KKAM(AM)-KBOS(FM) Fresno-Tulares, Calif., which recently filed assignment of license. **Buyer** is controlled by Daniel J. Prodanovich and Michael Nicassio, executives at rep firm Eastman Radio. KIST is fulltimer with oldies format on 1340 khz with 1 kw. KMGQ has AC format on 106.3 mhz with 365 w and antenna 879 feet above average terrain. *Broker: Media Services Group.*

WGAM(AM)-WRSI(FM) **Greenfield, Mass.** □ Sold by Robert J. Maccini, receiver for Howard Communications Corp., to Radio Skutnik Inc. for $500,000. **Seller** is media broker and has no other broadcast interests. **Buyer** is headed by Edward Skutnik, original owner of stations prior to selling to Howard Communications in 1988; he is currently general manager of stations. WGAM has AC format on 1520 khz with 10 kw day. WRSI has classic rock-AOR format on 95.3 mhz with 320 w and antenna 780 feet above average terrain. *Broker: Media Services Group.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$2,518,000** □ **6**

FM's □ **$4,747,500** □ **5**

AM-FM's □ **$3,185,500** □ **6**

TV's □ **$100,000** □ **1**

Total □ **$10,551,000** □ **18**

1992 to Date:

AM's □ **$139,602,163** □ **152**

FM's □ **$287,193,909** □ **166**

AM-FM's □ **$220,329,846** □ **110**

TV's □ **$1,199,401,620** □ **41**

Total □ **$1,846,527,538** □ **469**

For 1991 total see Jan. 27, 1992 BROADCASTING.

KDEF(AM)-KUCU(FM) **Albuquerque, N.M.** □ Sold by Chapman Children's Trust to Braiker Broadcasting for $1 million. **Seller** is principally owned by George Chapman and A.C. Smith trusts and has no other broadcast interests. **Buyer** is headed by Ivan Braiker and owns KOLT-FM Santa Fe. KDEF has all-sports format on 1150 khz with 5 kw day and 500 w night. KUCU has country format on 107.1 mhz with 50 kw and antenna 304 feet above average terrain. *Broker: Kalil & Co. Inc.*

WSAR(AM) **Fall River, Mass.** □ Sold by Quality Radio Corp. to Bristol County Broadcasting Inc. for $440,000. **Seller** is headed by Norman Knight, who is also licensee of WGIR-AM-FM Manchester and WHEB-FM Portsmouth, both New Hampshire; WEZF(FM) Burlington, Vt., and WTAG(AM)-WSRS(FM) Worcester, Mass. **Buyer** is headed by Robert S. Karam and is principal in licensee of WHTB(AM) Fall River, Mass. WSAR is fulltimer with news, talk format on 1480 khz with 5 kw.

WVNJ(AM) **Oakland, N.J.** □ CP sold by Rama Communications Group Inc. to Bursam Communications Corp. for $350,000. **Seller** is headed by Salvatore Borrelli, and has no other broadcast interests. **Buyer** is headed by Howard Warshaw (25%) and Marvin B. Kosofsky (50%), and is licensee of four AM's and three FM's. Kosofsky also has interests in Jacor Communications, licensee of six AM's and five FM's. WVNJ is assigned to 1160 khz with 10 kw day and 2.5 kw night.

CLOSED!

WEVU-TV, Ft. Myers, Florida from **The Home News Company,** owned by the Boyd Family, to **FCVS Communications,** Walter K. Flynn, President.

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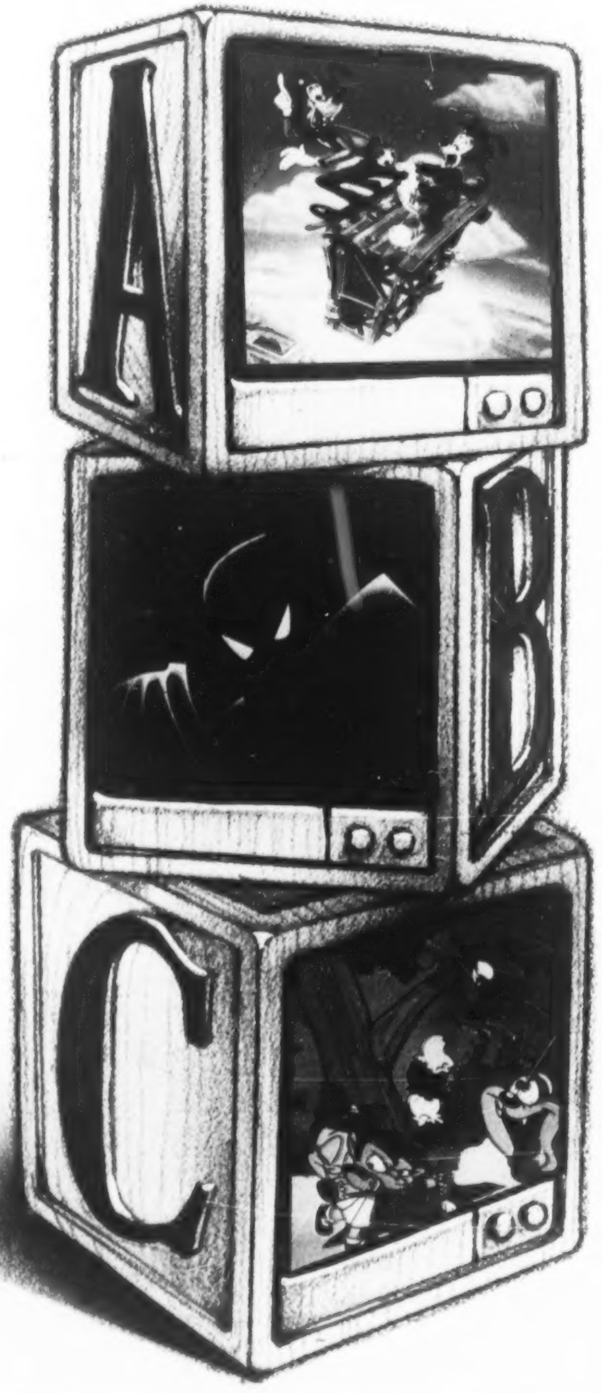
Children's TV

MAJORS USE BLOCKS TO BUILD AUDIENCE

Smaller syndicators jockey for remaining time period availabilities

By Mike Freeman



When the Fox Children's Network expands to a two-hour cartoon block—with Warner Bros. Animation the majority program supplier—for the first time next month, the anticipated broadcast realignment of the lucrative weekday afternoon (3-5 p.m.) time periods will leave FCN and Buena Vista Television's *Disney Afternoon* block to carve out at least three-quarters of the kids viewing pie, with smaller independent suppliers battling for the remaining fringe availabilities.

A number of inventive studio and independent animation suppliers are devising market strategies to win over the remaining independent and affiliate general managers who are not carrying Disney or FCN programing in early fringe. Some suppliers have come to the realization that mornings—considerably less lucrative than afternoons—may be the only weekday daypart not yet leveraged by the majors.

Majors and major dollars

Warner Bros. Domestic Television Distribution's output deal guarantees Fox Children's Network affiliates that they'll be beneficiaries of established library product like *Tiny Toons* and newly produced product such as this season's highly anticipated *Batman* series, but other animation suppliers say that unfairly locks them out of those stations.

"Some smaller boutique animators may find it difficult to finance the 65 episodes needed for stripping," says Jean MacCurdy, senior

Claster's 'Conan the Adventurer' (l) and Saban's 'X-Men' prepare to do battle for the hearts and minds of the younger set.

vice president and general manager of Warner Bros. Animation, the revamped production division responsible for all Warner Bros. cartoon product. "But certainly Fox has indicated it would spin off programing from Saturday mornings [from independent producers] for the weekday schedule...if the program proves successful."

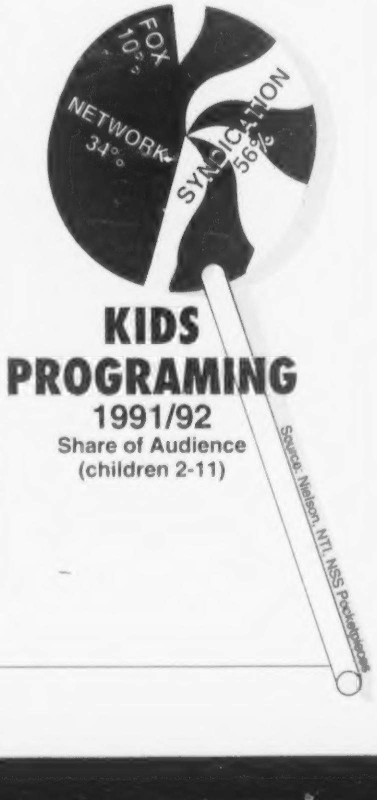
One of the primary reasons MacCurdy says Warner Bros. sought out the FCN output deal was the "high amount of front-end investment" to launch a 65-episode-plus animated strip, which she says requires $400,000-500,000 per episode for a "quality Warner Bros. cartoon" and up to $600,000 for the highly touted *Batman* series.

The much-hyped entry of *Disney Afternoon*'s newest series spoke, *Goof Troop*, which ties in with the 60th birthday of Goofy, had Walt Disney Animation President Gary Krisel suggesting the studio had upped its per-episode production commitment to the $500,000-600,000 range. "We're so critical of what we produce, the problem is that we can't produce as many series as we can sell [in syndication]," Krisel says. "The competition for quality is what has driven the animation business for the last five years. As long as kids dictate what quality programing is, independently conceived series like *Teenage Ninja Mutant Turtles* [from Group W Productions and Murakami Wolf Swenson] can also flourish in a free market."

Consortium concept: savior for majors and indies?

One of the independent suppliers to emerge in the first-run syndication market is Zodiac Entertainment. Zodiac's director of production and creative development, Peter Keefe, says the company is toying with the concept of offering a "consortium" marketing concept, in which stations would serve as "profit participants" on a series venture in return for providing quality weekend time periods and upgrading the series into strip syndication a season or two later. Besides receiving the minimum three-minute local barter split, Keefe said stations would also receive a designated percentage from a compensation pool.

The consortium concept is likely to be tested by fall 1993 or 1994 with a series that revolves around "genetic engineering and dinosaurs," Keefe said of a project now in development. "If we can turn stations into hunters as well as farmers, this [the consortium plan] could be a chance for an independent to play hardball with the majors because they have a revenue-sharing deal with Zodiac, which they can use for negotiating leverage," says Keefe, whose company currently distributes the animated strip *Widget* and weekly *Mr. Bogus* series. "It would also enable us to do business on a level playing field with the majors."



KIDS PROGRAMING
1991/92
Share of Audience
(children 2-11)

Source: Nielson, NTI, NSS Pocketpiece

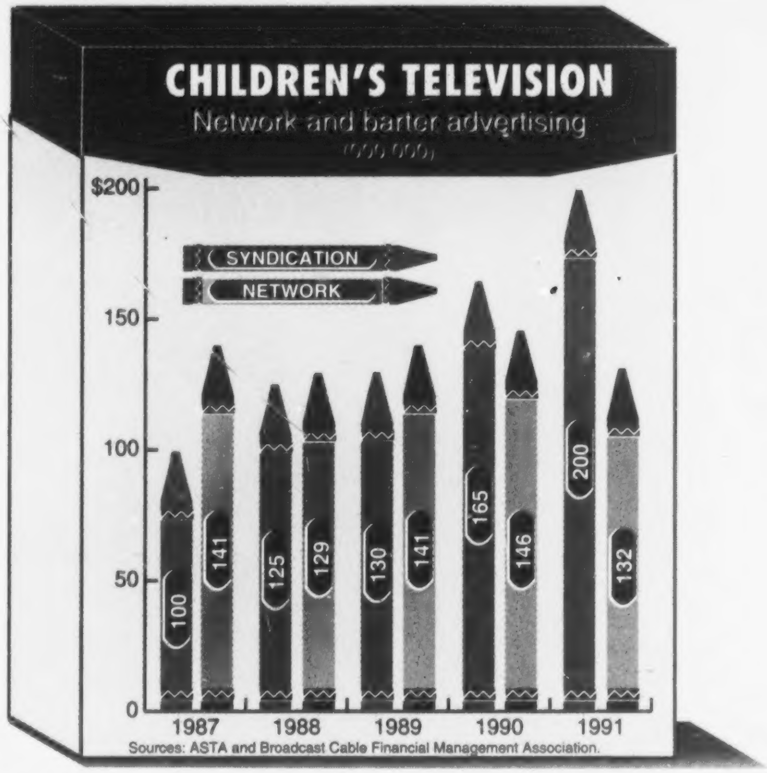
Actually, some of the major studios have been employing or are planning to employ the consortium concept. Warner Bros. Domestic Television Distribution is using it for its two-hour Prime Time Network block. MCA's two-year-old Universal Cartoon Studios is looking to aggressively break into the first-run syndication market. Jeff Segal, president of Universal Cartoon Studios and its parent MCA Family Entertainment division, says that one of two unspecified strips in development for 1993-94 will be offered within a similar consortium plan.

"The marketing plan will be boutique-designed to take into account the realities of the marketplace," says Segal, whose division is producing animated series *Back to the Future* for ABC and *Fievel's American Tail* for CBS. "We have to be sharpshooters to pick off [early fringe] time periods we can get into. Certainly, we'll have to elbow our way in."

Another major Hollywood studio, Columbia Pictures Television Distribution, is looking to enter the children/teen market with the weekly, live-action first-run *Beekman's World* (see story, page 17).

Library buys: Turner's passkey

Another major supplier, Turner Program Services, is looking to expand its



Sources: ASTA and Broadcast Cable Financial Management Association.

presence in syndicated kids fare via parent Turner Entertainment Co.'s acquisition of Hanna-Barbera Productions (including library series staples like *Yogi Bear*, *The Flintstones* and *The Jetsons*) and its longtime ownership of MGM's former library (which includes classic pre-1950 Warner Bros. cartoons). While it is expected that much of that library product will be exploited on Turner's 24-hour cable Cartoon Network, TPS syndication president Russ Barry says he and H-B President David Kirchner are conducting creative planning meetings for the 1993-94 season to "explore" opportunities to develop animated series based on characters from the library.

Next month, TPS will also relaunch the two-hour *Funtastic World of Hanna-Barbera* weekday morning block, which will feature new episodes of *Robin Hood* (from Cinar Productions of Canada) and H-B's *Pirates of Blackwater*, in addition to existing episodes of *Yo, Yogi* and *Don Coyote*.

Independent suppliers chase new opportunities

Although other independent suppliers have publicly expressed concern that Fox Children's Network would be a closed shop (in light of Warner Bros.' output deal), Saban Entertainment and DIC Enterprises, two of the more established independent cartoon producers, have series cleared on FCN's Saturday morning schedule. "There are deals that can be struck with Fox and Turner, but with the majors chewing up time slots, it has forced us and other independents to be more innovative in our deal-making," said Haim Saban, chairman and CEO of Saban Entertainment.

Outside distribution deals have also been successfully mounted by Saban and DIC. Both animators have signed domestic distribution deals with Bohbot Communications: Saban, with *Around The World in 80 Dreams* for weekly syndication next season, and DIC, with *Sonic the Hedgehog*—based on the Sega video game—being readied for stripping in 1993-94.

Claster Television, sticking to its traditional ties to the syndication marketplace, is distributing *Stunt Dawgs*, which is being produced by DIC's Rain Forest production division, for stripping beginning this September. Company President John Claster estimated that 22 of the 83 stations (81% of the U.S.) clearing the animated half-hour are non-Fox affiliates, a possible sign that network affiliates in the medium to smaller markets are becoming increasingly interested in counterprograming adult early fringe programing on affiliates.

"I think the coming season could be a watershed year for kids programers," Claster said. "The kids upfront [national advertising sales] market was very strong, so affiliates will be taking a good hard look at the revenue and rating returns to see if there is a continuing growth curve."

Claster will also be introducing a new weekly cartoon, *Conan: The Adventurer*, from Sunbow Productions, which has been sold in 103 markets.

And Gunther-Wahl Productions, an emerging independent founded by veteran animators Lee Gunther and Michael Wahl, is co-producing a new fall 1992 syndicated strip, *The Adventures of T-Rex*. Wahl, president of the Los Angeles-based animation house, says Creativite Et Development of France and Kitty Films of Japan are co-venture producers of the series. All American Communications has been retained as domestic distributor.

G-W is also producing (with King World Productions) the Saturday morning series *The C.O.W.-Boys of Moo Mesa* for ABC this fall. ■

DIC TARGETS TWEENS AND TEENS

DIC Enterprises, traditionally known as a producer of children's programing, is looking to branch out into the teen and adult viewing markets. DIC president and founder Andy Heyward says he is working with Guess Jeans founder George Marciano on an early fringe "infotainment" magazine strip geared to kids and teens—or what he calls the "tween" and "*90210*" audience—for the 1993-94 season. The strip will be produced by DIC's Rain Forest Productions division, which is headed by President Kevin O'Donnel. Heyward identified Western International Syndication as domestic distributor (and equity partner) on *Guess*.

Rain Forest is also developing a series of quarterly sports interview specials (possibly starting in the first quarter of 1993) to be hosted by NBC Sports commentator Marv Albert, who is the play-by-play voice of the New York Knicks and New York Rangers. Turner Program Services will serve as domestic distributor. **—MF**

NETWORKS MAKE BIG PLAY FOR LITTLE VIEWERS

Children's TV is at its most tumultuous and competitive in recent memory as networks and Fox vie for little pitchers with big wallets

By Steve Coe

This is arguably the most tumultuous period for children's programing in the broadcast networks' history. The big three and now Fox are competing for younger viewers in the most competitive environment in memory, with the continued growth of cable and the lock that syndicated fare holds on weekday schedules.

Add the impact of children's home videos, and the problems the networks are facing on Saturday morning closely parallel the headaches they have been experiencing in prime time with viewer erosion due to younger, more aggressive players. Not only are the broadcast outlets being buffeted by an expanding number of competing entities, the networks are experiencing sea changes in how they compete among themselves.

Live action for NBC

Posing the biggest disruption in the Saturday morning arena is NBC's decision this season to effectively abandon the traditional 2-11-year-old viewer and target the older kids and teens with live-action programing. The decision was one that had been rumored about since the early 1980's but was delayed unexpectedly by the network's five-year success with *The Smurfs*, the top-ranked Saturday morning series for three years. NBC's decision leaves ABC, CBS and Fox to divvy up the 2-11 audience, to which nearly all advertising on Saturday morning is geared.

NBC's move away from the traditional Saturday morning audience has a twofold benefit for the network. Not only is their lineup of live-action programing less expensive than a full slate of animation, but it also positions NBC as the only network targeting an older audience in that daypart. NBC says the strategy is bringing in new advertisers. "We're very happy with the reaction from advertisers to our new schedule," says Linda Mancuso, vice president, children's and family programs, NBC Entertainment. "Kids and teens has been a strong market this year. In the past, advertisers never played to 12-17-year-olds. Now we'll give them that opportunity," she says. Clothing retailers, hair-care products and personal-product advertisers are among the new advertisers pitching on the network schedule, according to Mancuso.

NBC finds reality in 'California Dreams'

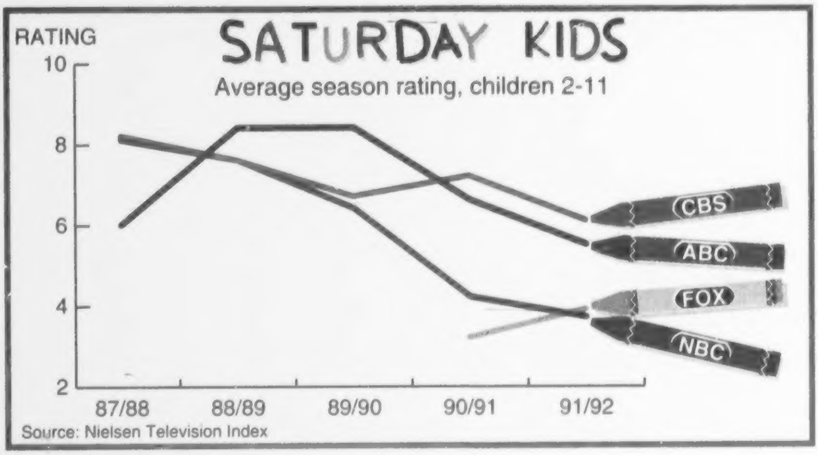
Intrepid terrapins return for CBS

The advertising environment on Saturday morning overall has never been healthier, according to many observers. One network source said although the number of kids advertising spots overall in the daypart has decreased—due to the FCC's ad limits and NBC's removal of two hours to make room for *Saturday Today*—advertising spending as a whole has increased. Not only are the traditional advertisers spending more, but new advertisers are coming to the daypart with the realization that kids have more spending power as well influence over their parents' spending habits. Fast-food advertisers, for example, increased their spending approximately 64% in this year's upfront versus last year, for a total of $40 million. New advertisers in that category include Pizza Hut and Little Caesars.

In addition to the new target audience, which NBC has been cultivating for the past few years with its highly successful live-action *Saved by the Bell*, the network has shaved two hours off its Saturday schedule to program *Saturday Today*. The debut of the weekend version of *The Today Show* on Aug. 1 averaged a 2.9 rating and 15 share, making NBC number one from 8-10 a.m. However, since then the show has taken a steady, downward turn, scoring a 2.7/13 and 1.9/10 in its two airings following the debut.

Mancuso says that when the network began discussing scheduling the two-hour *Saturday Today*, "it was disappointing because you always want to come up with a winning schedule. But it was a logical decision." The move away from 2-11-year-olds also made sense she says. "Only the *Saved by the Bell* block worked for us last year," says Mancuso. "When you look at all the animation available to kids, it didn't make sense for us to continue to go after that audience but rather go after our strength, which is live action."

Mancuso acknowledges this year's schedule is a "leap of faith" in that NBC is going from an almost equal mix of animation and live-action last season to this year's slate consisting entirely of live-action programing. "But," she says, "when you look at *Saved by the Bell*'s numbers it shows it's not cooling off." NBC is so confident of the continued popularity of the four-year show it has scheduled *California Dreams* from Peter Engel Productions, which produces *Saved*, as the lead-out to the first half-hour of



SATURDAY KIDS

Average season rating, children 2-11

Source: Nielsen Television Index

Saved. In addition, the network has developed and will air a two-hour prime time movie based on *Saved by the Bell*, scheduled to air on Nov. 15.

The animated bunch

While NBC repositions itself, Fox executives are contending that the emergence of the fourth network as a player in kids programing will make it exceedingly more difficult for ABC and CBS. Fox not only competes directly with the networks on Saturday morning but also has a Monday-through-Friday morning and afternoon block that the network uses to promote its Saturday lineup. "I'm able to put a non-presold idea on Saturday morning and promote it Monday through Friday, generate excitement for it and reach more of an audience than the networks can in a month," says Margaret Loesch, president, Fox Children's Network.

"They do have an advantage," admits Jennie Trias, vice president, children's programs, ABC Entertainment, referring to Fox's promotional abilities. "Monday through Friday they can promote the heck out of their Saturday schedule and we beg like heck to get a spot in prime time." CBS's Judy Price, vice president, children's programing and daytime specials, CBS Entertainment, concurs, calling Fox's cross-promotion capability "a tremendous advantage." Price also notes another advantage: "They don't have to carry those big sports packages that cause so many pre-emptions in our schedule. We have baseball now, which pre-empts about half of our Saturday morning programing on the West Coast. We have to be stronger in our schedule to overcome that."

Fox is not entering the fray tepidly, earmarking more than $30 million for the soon-to-debut *Batman: The Animated Series*, which airs at 4:30 p.m. Monday through Friday. "*Batman* will be the single most expensive 65-episode order of an animation series ever," says Loesch. "All of the money will be going on the screen. If it doesn't succeed we'll have the most expensive bomb," she adds.

Loesch also believes that if the series does succeed the programing on the other networks will be affected. "I think you'll see a little swing of the pendulum if we're successful. In recent years, with the exception of *Ninja Turtles*, shows have tended to be comedies," she says." If *Batman* is as successful as we think, you'll see more action/adventure to balance other networks' schedules."

Fox is confident enough in the success of the show that several *Batman* specials will be scheduled in the fall on Saturday morning to give that lineup some additional sampling. However, even with the expected draw of a *Batman* cartoon and their ability to cross-promote, Loesch says there is still cause for concern. "We'll be going up against some powerhouses. ABC has *The Addams Family* and *Goof Troop*, which Disney can cross-promote in syndication. And CBS's *Ninja Turtles* is back for another year. Even with our six-day-a-week schedule, a lot of kids still don't look to Fox stations for kids programing."

ABC and CBS, neck-and-neck in the race for number one on Saturday morning, both contend they remain committed to the 2-11 viewer. "Corporately, we've said ABC has no intention of getting out of the kids business," says ABC's Trias. "I would imagine, however, that both ABC and CBS will be keeping a close eye on NBC, especially if they attract viewers and advertisers with their news," she says. While acknowledging ABC has several projects in development that will cater to older kids—including a live-action, older-skewing project being developed by Henson Productions—Trias insists the focus will remain on 2-11 and 6-11. "All of our advertisers are geared to those groups, so that's who we program for. We're not going to turn our schedule completely over to an older audience." ■

PBS EYES SATURDAY MORNING

Sometimes lost in the fray of children's programing is PBS, which currently does not provide kids programing on Saturday morning. However, with NBC's decision to relinquish younger viewers, some PBS stations have expressed a desire to add Saturday morning to their Monday-through-Friday and Sunday lineups, according to Kathy Quattrone, PBS vice president, programing. For now, however, Quattrone says PBS will continue to focus on Monday through Friday and its target audience of preschoolers. To that end, Quattrone said, 18 months ago PBS began a renewed campaign to attract preschool-age viewers: "The effort has already begun to pay off, with preschool targeted programing showing a 25% increase over last year. We brought in new programing to complement what we had, and that helped." Last year, PBS commissioned three new series aimed at younger viewers, hoping to renew one or two of the projects. *Shining Time Station*, *Lamb Chop's Play Along* and *Barney and Friends* were rotated in the same time period, and Quattrone said viewers called in after each series' run had ended and asked that it return.

The development and funding for programing aimed at preschool-age viewers have not slowed. Just two weeks ago, the Corporation for Public Broadcasting agreed to commit up to $4.5 million to fund the first season of *The Puzzle Factory*, produced by Lancit Media Productions. **—SC**

CABLE EAGER TO ATTRACT SMALL AUDIENCES

Wired world looks to tap into $70 million in advertising to children

By Rich Brown

Cable programers can't seem to get enough kids programing these days. Many of the established cable networks are trying to boost their kids offerings in prime time and elsewhere, while some of the newcomer networks—such as Sci-Fi Channel and The Cartoon Network—are looking to do the same.

At this point, more than 70% of all TV programing created for kids appears on cable TV, according to the National Cable Television Association. In the national marketplace, a sizable 52% of the total gross rating points for kids programing comes from cable, says Jon Mandel, senior vice president, Grey Advertising. According to Mandel, advertising revenue for kids programing on cable will total about $70 million this year and should grow to about $115 million next year.

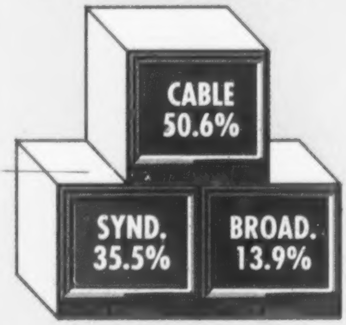
"Finally, Madison Avenue has woken up to the fact that kids influence $160 billion a year of purchases and spend $10 billion a year on their own," says Geraldine Laybourne, president, Nickelodeon, among the cable networks that have known the strength of children's programing for several years. "Kids are deciding where they are going to take their vacation. Their parents are overworked. The kids have more economic power than ever before."

That has translated into a boost in ad spending on Nickelodeon by sponsors representing everything from pet food to fast food. Nickelodeon now regularly features ads from Burger King, Wendy's, Pizza Hut and McDonald's, a far cry from the days when McDonald's was the only fast-food sponsor on the network.

It was not all that long ago that 60% of all children's viewing went to broadcast network TV, says Laybourne. Due in part to the growing strength of cable and syndication, she says, the three broadcast networks now attract only about 14% of all kids' viewing, while cable is attracting about 60% of the pie.

KIDS AND CABLE

Total viewing of children ages 2-11 for second quarter 92



Source: A.C. Nielsen

Nickelodeon

Nickelodeon, which initially targeted children ages 2-5, is expanding its base to include ages up to 15-year-olds. The "tweens" are among those being addressed with Nickelodeon's recently launched SNICK, a heavily promoted two-hour block of shows designed to target what the network's executives describe as an underserved young audience on Saturday nights. Featured in the prime time block are returning series *Clarissa Explains It All* and the animated *The Ren & Stimpy Show* as well as newcomers *Roundhouse*, a variety show, and *Are You Afraid of the Dark?*, a horror/suspense anthology series from the Cinar Group of Montreal.

The new shows are among more than a half-dozen other new series coming to Nickelodeon in upcoming months (BROADCASTING, Aug. 17).

The Cartoon Network

Prime time will also be a key target for Turner Broadcasting's upcoming Cartoon Network, the 24-hour cartoon channel set to debut Oct. 1. Cartoon Network executives are quick to point out that although Nielsen figures show that the highest levels of People Using Television for kids ages 2-11 are between 8 p.m. and 11 p.m., there currently is no regularly scheduled cartoon programing available during that time.

The Cartoon Network will target both baby boomers and kids with a prime time block featuring *The Flintstones*, *The Jetsons* and classic Warner Bros. cartoons. As it will be doing with most of its programing during the day, The Cartoon Network will strip the shows to help younger viewers develop a familiarity with the many classic cartoon characters in its library.

"We feel we are introducing kids to a lot of the characters for the first time," says Betty Cohen, executive vice president, The Cartoon Network.

TNT and WTBS

Among the cable networks competing with The Cartoon Network for young viewers will be Turner-owned networks TNT and superstation WTBS-TV Atlanta, which both use cartoons to attract kids. TNT provides morning and afternoon cartoon blocks includ-

NEW LIFE FOR SOME FAMILIAR FACES?

The Hearst Corp.'s long-ago purchase of the King Features Syndicate, with its library of *Popeye* and other cartoon shorts, has its Hearst Entertainment syndication and production division pondering a number of ways to exploit its stable of marquee cartoon characters. Bill Kunkel, senior vice president and general manager of Hearst Entertainment Distribution, says the company is mulling the development of animated series based on its newspaper comic strip characters Betty Boop, Beetle Bailey, the Phantom and Hagar, all of which have not been animated before. "We would have to put a contemporary spin on some of the older characters to make them play today," Kunkel says. "Betty Boop could be a Madonna and Beetle Bailey could be a hero from Desert Storm...something like that." Kunkel says the company may forgo the syndication route for a cable licensing deal. Such a deal could be in the offing for the 320 episodes of *Popeye* shorts with Turner, which also owns some *Popeye* cartoons from its purchase of the MGM library in 1986. **—MF** ing *Bugs Bunny* and *Popeye*; TBS offerings include *Tom & Jerry* and *The Flintstones* in the morning and afternoon, as well as Sunday runs of Turner's original animated series, *Captain Planet*. Premiering this fall on TBS will be a new series, *News for Kids*, which will borrow from Turner's news resources to create a weekly half-hour news show aimed at kids ages 9-13.

The Family Channel

The Family Channel this fall plans to expand its animated offerings by five hours per week to accommodate the growing kids business. Among the channel's kids offerings, its Saturday morning *Funtown* animated block has seen its ratings double to a 1.2 among kids 2-11 since its debut in late 1990. Original production aimed at kids on Family includes the prime time animated series *The Legend of Prince Valiant*, from Hearst Entertainment Distribution, which has received an order of 39 additional half-hours for the upcoming season.

"Ad budgets in the kids category have almost doubled over the last two years," says Paul Krimsier, Family programing vice president. At least one factor contributing to cable's growth in the category is the loss of kids programing on NBC on Saturday mornings, he says.

USA Network

USA Network, which currently provides its *Cartoon Express* block of programing weekdays (7-10 a.m. and 6-7 p.m.) and Sunday mornings, will add *The Real Ghostbusters* and *G.I. Joe* to its animation lineup this fall. USA plans to further tap into the burgeoning children's market by producing its own first-run animated product, possibly as early as fall 1993. The network this fall will be introducing new cartoon characters interstitially during its animation blocks in hopes of developing some of those characters into original series.

"We're very enthusiastic about the category," says USA's David Kenin, executive vice president, programing, whose experience in programing for kids should prove helpful in attracting younger audiences to the company's new Sci-Fi Channel. Among kids shows on the new network will be sci-fi cartoon blocks on weekdays (7-9 a.m.) and Sundays (8-10 a.m.).

Virtually all of the cable networks offer some kind of children's programing, as outlined in a new guide to the genre, *Kids and Cable*, just issued by the NCTA. Discovery Networks' The Discovery Channel and The Learning Channel, for example, will look to further tap into the kids category with specially designed programing blocks beginning early next year.

Pay programing

Among the pay TV services, The Disney Channel dedicates its mornings and afternoons to children, with such series as *Mickey Mouse Club* and *Kids Incorporated* as well as such miniseries as *Heidi*, produced by Harmony Gold. Showtime offers more than 15 hours of family programing each week, including regular series *Shelly Duvall's Bedtime Stories* and *We All Have Tales*. HBO presents an hour of children's programing every morning at 8 a.m. ET and a variety of regularly scheduled series including *Pinocchio* and *The Adventures of Tintin*. ■

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CHILDREN'S TELEVISION WORKSHOP

liams seeks 102.9 mhz; 3.7 kw; ant. 124 m. Address: 7606 Harold Avenue, Gary, IN 46403. Applicant is permittee of WSMK(FM) Buchanan, MI. Filed Aug. 6.

■ **Edinburg, IN** (BPH920806MD)—McLean County Broadcasters Inc. seeks 102.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 1970, Martinsville, IN 46151. Applicant is headed by David Keister, and is licensee of WRXZ(FM) LeRoy, IL. Keister also has interests in two AM's and three FM's. Filed Aug. 6.

■ **Los Alamos, NM** (BPH920813MC)—La Voz Broadcasting Co. Inc. seeks 107.5 mhz; 100 kw; ant. 320 m. Address: 2636 Ash, Santa Fe, NM 87504. Applicant is headed by Celina V. Gonzales, and is licensee of KSWV(AM) Santa Fe, NM. Filed Aug. 13.

■ ***Williamston, SC** (BPED920811MA)—Nazareth Communications Inc. seeks 88.5 mhz; 50 kw; ant. 91 m. Address: P.O. Box 17843, Greenville, SC 29606. Applicant is headed by B.H. Bridges Jr., and has no other broadcast interests. Filed Aug. 11.

■ ***Crossville, TN** (BPED920810MA)—The Moody Bible Institute of Chicago seeks 89.3 mhz; .5 w-V; ant. 425.2 m. (see Murfreesboro, TN, below). Filed Aug. 10.

■ ***Murfreesboro, TN** (BPED920811MB)—The Moody Bible Institute of Chicago seeks 91.7 mhz; 1 kw; ant. 275 m. Address: 820 N. LaSalle Drive, Chicago, IL 60610. Applicant is headed by Joseph M. Stowell, and also seeks FM at Crossville, TN (see above). It is licensee of 5 AM's and 11 FM's. Filed Aug. 11.

Actions

■ **Flagstaff, AZ** (BPED910102MB)—Granted app. of Joy Public Bcg. Corp. for 89.9 mhz. Address: 5712 Mass. Ave., Bethesda, MD 20816. Applicant has no other broadcast interests. Action Aug. 13.

■ **Wickenburg, AZ** (BPH911218MA)—Granted app. of Circle S Broadcasting Co. Inc. for 93.7 mhz; 1.4 kw; ant. 201 m. Address: 1201 North Tegner, Wickenburg, AZ 85385. Applicant is headed by Harold R. Shumway, and is licensee of KTIM(AM) Wickenburg, AZ. Action Aug. 6.

■ **New London, NH** (BPH911121MD)—Granted app. of Koor Communications Inc. for 99.7 mhz; .84 kw; ant. 187 m. Address: RR1 Box 249, Newport Rd., P.O. Box 2295, New London, NH 03257. Applicant is headed by Robert L. Vinikoor, and is licensee of WNTK(AM) Newport, NH. Action Aug. 12.

■ **New London, NH** (BPH911121ME)—Dismissed app. of Sunapee Lake Broadcasting for 99.7 mhz; 3 kw; ant. 100 m. Address: P.O. Box 69, Dover, NH 03820. Applicant is headed by Kolleen Dodge, and has no other broadcast interests. Action Aug. 12.

FACILITIES CHANGES

Actions

FM's

■ **Anchorage, AK** KASH-FM 107.5 mhz—Forfeited and cancelled app. of Community Pacific BCing Co. Ltd. (BPH-870227ND) for CP to change TL: near Meadow Creek and Chugach State Park, Anchorage; change ERP: 100 kw H&V; ant.: 309 m. and make changes in antenna system: 61 21 10 - 149 30 46. Action Aug. 3.

■ **Anchorage, AK** KGOT(FM) 101.3 mhz—Forfeited and cancelled app. of Louis Dearias, receiver (BPH-870227NK) for CP TO change TL: 2 mi. NE of Eagle River, AK, change ERP: 100 kw H&V; ant.: 310 m. and make changes in antenna system 61 20 10 - 149 30 46. Action Aug. 3.

■ **Lonoke, AR** KMZX(FM) 106.3 mhz—Granted app. of Lonoke Broadcasting Inc. (BPH-920210IE) for CP to make changes; change ERP: 50 kw (H&V); ant.: 150 m.; TL: 2.25 km ESE of Blakemore, off State Route 232, Lonoke County, AR; change class to C2 (per MM docket #90-105). Action July 30.

■ **Atherton, CA** KCEA(FM) 89.1 mhz—Granted app. of Menlo-Atherton High School (BPED-890130MF) for CP to make changes; change ant.: 1.53 m.; TL: Bear Gulch Resevior; pet. for recon. filed 6-19-90. Action July 22.

■ **Eureka, CA** KFMI(FM) 96.3 mhz—Forfeited and cancelled app. of Merit Broadcasting (BPH-870302NJ) for CP to change ERP: 100 kw H&V. Action July 31.

■ **Lenwood, CA** KIQQ-FM 104.9 mhz—Granted app. of Eneida Orchard (BMPH-910301IE) for mod. of CP (BPH-880714NP-new station) to make changes to ERP: 1.078 kw H&V; ant. 142 m.; 34 51 20 - 117 02 57. Action July 23.

■ **Mount Shasta, CA** KEDY(FM) 95.3 mhz—Forfeited and cancelled app. of Shasta Cascade Broadcasting Corp. (BPH-860826IJ) for CP to make changes: change TL: 2.1 km SW from top of Everitt Hill, near Mt. Shasta; change ant.: 48 m. 41 17 20 - 122 14 25. Action Aug. 3.

■ **Pacific Grove, CA** KAZU(FM) 90.3 mhz—Forfeited and cancelled app. of Monterey Bay Public B/C Foundation Inc. (BPED-880208IF) for CP to make changes; ERP: 3.7 kw (H&V); change ant.: 159 m. Action Aug. 3.

■ **San Diego** KSON-FM 97.3 mhz—Forfeited and cancelled app. of Jefferson-Pilot Broadcasting Company (BPH-861201ID) for CP to make changes; change TL: Cowles Mountain, San Diego; change ERP: 7.4 kw (H&V); change ant.: 1,074 ft. 32 48 45 - 117 01 52. Action Aug. 3.

■ **Avon, CO** KZYR(FM) 103.1 mhz—Granted app. of Gardiner Broadcast Partners Ltd. (BPH-911126ID) for CP to change class from class A to class C-2 (per docket #88-253). Action July 23.

■ **Oak Creek, CO** KFMU-FM 103.9 mhz—Granted app. of KFMU Ltd. (BPH-920610IG) for CP to make changes; change ERP: 2.28 kw (H&V); ant.: 327 m.; change frequency to 104.1 mhz; change class to C3 (per MM docket #92-5). Action July 31.

■ **Trinidad, CO** KCRT-FM 92.7 mhz—Forfeited and cancelled app. of International State Bank (BPH-850726ID) for CP to make changes; change frequency: 92.5 mhz; change TL: .5 mi W of I-25 and 5 mi. N of center of Trinidad Division; change ERP: 91.2 kw (H&V); change ant.: 1,033 ft.; 37 14 21 - 104 30 52. Action Aug. 3.

■ **Selbyville, DE** WSBL(FM) 97.9 mhz—Granted app. of Anchor Broadcasting Ltd. (BMPH-920513IC) for mod. of CP (BPH-860917MD) to make changes; change TL: 38 25 20 - 75 08 23. Action July 24.

■ **Homestead, FL** WXDJ(FM) 95.7 mhz—Forfeited and cancelled app. of New Age Broadcasting Inc. (BPH-890627ID) for CP to make changes; change ERP: 23.4 kw H&V, ant.: 513 m.; informal objection denied 1-11-90. Action Aug. 3.

■ **Miami** WMCU(FM) 89.7 mhz—Granted app. of Miami Christian College Inc. (BPED-900802IA) for CP to make changes; change ant.: 458 m., change class from C1 to C. Action July 24.

■ **Port St. Joe, FL** WMTO(FM) 93.5 mhz—Granted app. of Claycomb Communications Inc. (BPH-920327IC) for CP to make changes; change ERP: 14.5 kw (H&V); ant.: 204 m.; change to class C2 (per MM docket #91-231). Action July 29.

■ **Vero Beach, FL** WSCF-FM 91.9 mhz—Granted app. of Central Educational BCasting Inc. (BPED-910620MA) for CP to make changes; change ERP: 15.3 kw (H&V); change to class C3, DA pattern.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,707	944	5,651
Educational FM	1,557	290	1,847
Total Radio	**11,233**	**1,420**	**12,653**
Commercial VHF TV	557	13	570
Commercial UHF TV	583	164	747
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	**1,500**	**191**	**1,691**
VHF LPTV	466	131	597
UHF LPTV	818	841	1,659
Total LPTV	**1,284**	**972**	**2,256**
FM translators	1,901	390	2,291
VHF translators	2,512	80	2,592
UHF translators	2,406	392	2,798

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting In Brief

A group of New York-based unions is funding an economic impact study they hope will demonstrate to the administration of Mayor David Dinkins the importance of the film and broadcast industries to New York. The unions also hope to show that the city may not be doing enough to keep the industries from departing for more economic- and user-friendly sites. The unions have charged that the city has failed to give Hollywood producers the kind of direction, support and incentives they need to produce major projects in New York. The Directors Guild of America persuaded the Writers Guild, Screen Actors Guild and the American Federation of Television and Radio Artists to help fund the study.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 16. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	11.3/228/98
2.	Jeopardy	9.9/217/98
3.	Oprah Winfrey Show	9.1/231/99
4.	Star Trek	8.2/239/98
5.	Married...With Children	7.3/178/93
6.	Entertainment Tonight	6.9/181/96
7.	Current Affair	6.8/184/95
8.	Cosby Show	6.1/197/97
8.	Inside Edition	6.1/147/90
10.	Wheel Of Fortune-wknd	6.0/185/81
11.	Donahue	5.8/228/99
12.	WKRP In Cincinnati	5.4/229/98
13.	Baywatch	5.2/157/90
14.	Sally Jessy Raphael	5.1/214/98
15.	Hard Copy	4.8/177/82

KATZ TO TAP PUBLIC DEBT MARKET

Katz Communications has a profit margin of more than 20%, according to documents filed last week with the Securities and Exchange Commission. The industry's largest, and previously private, rep firm made the filing as part of a proposed $100 million debt offering. Net proceeds from the offering, to be underwritten by Merrill Lynch and Citicorp, will be used to repay existing indebtedness. Along with a renegotiated bank credit agreement, interest rate savings should be roughly $5 million-$6 million, pre-tax, according to Arnold Sheiffer, Katz executive VP-COO.

In last week's filing, Katz said it has 1,600 radio clients with a combined total of $500 million in billings, or about 45% of the industry total. Its TV station clients number 300, with billings of $1.2 billion, or roughly 25% of the industry total. The SEC filing said that Katz believes additional consolidation in the rep business will continue, and Sheiffer told BROADCASTING the offering and financial restructuring will provide Katz with "walking-around money," should it seek additional acquisitions.

Operating results for 1991 were hurt by the recession and Gulf war. Revenue delined 5.9%, to $117.5 million, even with the addition of some major TV and radio clients. But an "aggressive" cost control strategy helped keep cash flow almost even, at $26.5 million. Those cost controls helped cash flow jump for the first six months of 1992, 41.1% to $13.7 million, on a net revenue increase of 14%, to $64.7 million. Revenue in the second half of the year is also expected to increase, especially from TV billings.

According to the filing, James Greenwald, Katz chairman, president and CEO, received cash compensation of $1.2 million in 1991, excluding a bonus of $365,000, which has been deferred until this year. The president of the TV group, Peter Goulazian, received $412,000, excluding a deferred $261,200 bonus, and Kenneth J. Swetz, former president of the radio group, received $367,000, excluding a deferred $251,000 bonus. —GF

Fairmont Communications filed a Chapter 11 petition for reorganization last Friday (Aug. 28). A Fairmont spokesperson said the privately held owner of nine radio stations listed about $180 million in liabilities. Major creditors include Marine Midland Bank, the agent for the company's senior lenders, Prudential and Price Communications. The company said its financial problems were largely due to its inability to obtain permanent financing and to its creditors' inability to reach a consensus on restructuring outside of bankruptcy court.

Tele-Communications Inc. Senior VP Robert M. Thomson on Friday sent a letter to Senator Conrad Burns offering a point by point rebuttal to allegations that the company or its executive officers had any illegal involvement with BCCI. Senator Burns suggested the letter would be "helpful" in light of upcoming debate on cable reregulation.

National Hockey League and ESPN appear close to a new television rights agreement. Reports last week said talks centered on a five-year deal at between $12 million and $15 million a year, with ESPN having the right to sell some playoff contests to co-owned ABC.

Press Broadcasting Co., licensee of WKCF-TV Orlando, Fla., last week **asked the FCC to permit broadcasters to use advanced TV channels for multichannel broadcasting** to "serve as a transitional device between conventional NTSC operation and [HDTV] operation."

House Commerce Committee Chairman **John Dingell and** Telecommunications Subcommittee Chairman **Ed Markey are launching investigation into the U.S. Commerce**

C1880-14

SEP 7

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CAMPAIGN TAKES THE LOCAL ROUTE

Candidates take message, ads to the grass roots; study finds Bush gets more favorable coverage from TV stations than networks

By Sharon D. Moshavi

As it makes its traditional start this week, the presidential race continues along an untraditional media course. Having ranged across the national media map from morning shows to talk shows, the campaign is now looking amazingly local, in both paid and free media.

With the opening of the FCC's 60-day window in which stations and networks must extend their lowest unit rates to political advertising, Clinton has made spot TV buys for this week in upwards of 10 states, many of them the same he bought last week. They include Connecticut, North Carolina, New Mexico, Louisiana, Ohio, Colorado, Michigan and Georgia. The campaign is mostly buying time during news programing, along with some prime time access. The Bush campaign was expected to make its buys early this week.

One rep says the Clinton buys are relatively sparse in terms of the number of markets per state, lending credence to the view of some, such as Democratic political consultant Scott Miller, that the campaigns are trying to "get more mileage than ever before" out of news coverage of the ads.

Ave Butensky, president of the Television Bureau of Advertising, suspects total political dollars for spot TV could go $100 million above TVB's initial projection of $200 million, in large part because of increased spending from the presidential race. TVB has estimated the broadcast networks' take at $30 million, compared with $38.5 million in 1988.

The ad campaigns launched so far by Bush (before the Republican convention) and Clinton (last week) have

Continues on page 12

This Week

MANAGING THE NEW DUOPOLIES / 4

With new radio ownership caps in place, the industry is trying to figure out the best way to run the new "mega-combos."

STRONG OPENING FOR *BET YOUR LIFE* / 10

Carsey-Werner's *You Bet Your Life* fell short of its 13 rating guarantee, but still had one of the biggest syndication debuts in recent memory. Group W's *Vicki!* also had a strong opening.

DISNEY'S FRINGE APPEAL / 18

Buena Vista Television takes its *Disney Afternoon* early-fringe package to affiliates, hoping to convince them that children's programing can compete in the ratings with adult fare as well as provide a lead-in to local news.

SONY CONSIDERS SOAP CABLE CHANNEL / 24

Sony Corp. of America, which already has a strong presence in production of daytime dramas (*Young and the Restless*, *Days of Our Lives*), is considering the possibility of developing a soap opera channel for cable.

Gathered in New Orleans, radio industry awaits the revenue turnaround (p. 41).

BOSTON DUOPOLY MERGER / 26

In the first major merger of the higher-ownership-cap era, Pyramid Broadcasting and Atlantic Radio announced plans to form Boston Radio Group, which would have a 20% share of the Boston market.

PITCH FOR HDTV CHANNEL / 28

In a petition to the FCC, Press Broadcasting says letting broadcasters use their allotted HDTV channel for multiple channels could provide revenue for the later introduction of HDTV.

SHORT LOAN SUPPLY / 36

Although federal banking regulators have eliminated the "HLT" designation, broadcasters are still having a tough time getting bank loans for station acquisitions.

SPECIAL REPORT: RADIO '92 / 41

On the eve of the NAB's annual Radio Show, BROADCASTING examines the issues facing the medium this year: new ownership rules, the revenue slump and DAB development.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week Aug 24-30

	ABC	CBS	NBC	FOX
MONDAY	9.4/16	13.0/22	11.9/21	NO PROGRAMING
8:00	39. NFL Preseason Football—Buffalo Bills at Kansas City Chiefs 9.4/16	26. Evening Shade 11.0/20	21. Fresh Prince 11.5/21	
8:30		13. Major Dad 12.3/21	9. Blossom 13.1/22	
9:00		3. Murphy Brown 15.0/24	20. NBC Monday Night Movies—Switched at Birth, Pt. 2 11.7/20	
9:30		8. Designing Wmn 13.2/21		
10:00		9. Northern Exposure 13.1/23		
10:30				
TUESDAY	12.9/22	11.9/21	8.9/16	NO PROGRAMING
8:00	11. Full House 12.6/23	14. Rescue: 911 12.2/22	59. Reasonable Doubts 7.4/13	
8:30	12. Step By Step 12.4/21			
9:00	2. Roseanne 15.9/26	19. Miss Teen USA 11.8/20		
9:30	4. Coach 14.3/24			
10:00	25. Covington Cross 11.1/19		16. Dateline NBC 12.0/21	
10:30				
WEDNESDAY	8.0/14	11.9/21	10.3/18	9.5/16
8:00	53. Wonder Years 8.1/15	69. Freshman Dorm 6.6/12	7. Unsolved Mysteries 13.7/25	37. Beverly Hills 90210 9.5/16
8:30	56. Doogie Howser 7.8/14			
9:00	16. Home Improvmt 12.0/20	15. 2000 Malibu Road* 12.1/20	40. Seinfeld 9.2/15	
9:30	47. Arresting Behav 8.6/14		44. Wings 8.7/14	
10:00	76. Civil Wars 5.8/10	1. 48 Hours 17.0/30	53. Law and Order 8.1/14	
10:30				
THURSDAY	7.8/14	10.6/19	8.3/15	8.4/15
8:00	65. Who's the Boss? 6.9/13	34. Top Cops 9.8/18	64. A Diffrnt World 7.0/13	31. Simpsons 10.7/20
8:30	61. Growing Pains 7.2/13			37. Martin* 9.5/17
9:00	78. Homefront 5.5/9	30. Street Stories 10.8/19	21. Cheers 11.5/20	68. The Heights* 6.7/12
9:30			27. Wings 10.9/19	
10:00	27. Primetime Live 10.9/20	24. Bodies of Evidence 11.2/20	67. L.A. Law 6.8/12	
10:30				
FRIDAY	9.7/19	8.8/17	5.7/11	6.0/11
8:00	32. Family Matters 10.4/21	70. Evening Shade 6.5/13	77. NFL Preseason Football—Buffalo Bills at Atlanta Falcons 5.7/11	70. America's Most Wanted 6.5/13
8:30	50. Dinosaurs 8.5/17	56. Major Dad 7.8/15		
9:00	47. Dinosaurs 8.6/16	36. CBS Friday Movie—Her Alibi 9.6/18		74. Sightings 6.1/11
9:30	58. Perfect Strangers 7.7/14			80. Rachel Gunn, R.N. 4.8/9
10:00	23. 20/20 11.4/22			
10:30				
SATURDAY	6.0/12	6.4/14	8.0/17	7.6/16
8:00	83. Boys 3.5/7	72. NFL Preseason Football—Minnesota Vikings at Washington Redskins 6.4/14	44. Golden Girls 8.7/19	63. Cops 7.1/16
8:30			51. Powers That Be 8.4/17	44. Cops 2 8.7/18
9:00	79. Human Target 5.3/11		34. Empty Nest 9.8/20	60. Code 3 7.3/15
9:30			47. Nurses 8.6/17	61. Am Most Wntd 7.2/14
10:00	40. The Commish 9.2/19		74. Brokaw Report 6.1/13	
10:30				
SUNDAY	5.5/9	11.5/20	9.5/16	12.8/22
7:00	81. Life Goes On 4.6/9	5. 60 Minutes 13.9/28	65. Unsolved Mysteries 6.9/14	72. The Simpsons 6.4/13
7:30				52. The Simpsons 8.2/15
8:00	43. Am Fun Home Vid 8.9/15	16. Murder, She Wrote 12.0/20	42. I Witness Video 9.1/15	5. 1992 Emmy Awards 13.9/24
8:30	55. Am Fun People 8.0/13			
9:00	82. ABC Sunday Night Movie—Reds, Pt. 1 4.4/8	33. CBS Sunday Movie—Jack the Ripper, Pt. 1 10.0/17	27. NBC Sunday Night Movie—The Return of Eliot Ness 10.9/18	
9:30				
10:00				
10:30				
WEEK'S AVGS	8.3/15	10.6/19	8.9/16	9.5/17
SSN. TO DATE	11.0/19	12.2/21	11.6/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

DATABASE AT A DISCOUNT

Starting in September, Television Bureau of Advertising members will have access to the MediaCenter's databases at a discount. The MediaCenter, started earlier this year by three former TVB employes, will supply industry marketing and promotion information via computer to stations, as well as other services such as a monthly video satellite feed for sales training. TVB used to provide similar services until it scaled back its offerings and employes last November. TVB members and TVB will split the cost, each paying 25% of the MediaCenter's rate card price.

"Not only will our members have the opportunity to once again receive valuable sales support products and services, but the quality of those resources will be better and more far-reaching than what was previously provided," said Ave Butensky, TVB president. **—SDM**

broadcast interests. **Buyer** is headed by Martin Balk. John Dunn, 13.635% shareholder of buyer, owns licensee of one AM and one FM and permittee of two LPTV's. He also has interests in one FM and one TV. KZKL(AM) has oldies format on 1580 khz with 10 kw day and 47 w night. KZKL-FM has oldies format on 101.7 mhz with 3.2 kw and antenna 99 feet above average terrain.

WAXS(FM) **Oak Hill, W.Va.** □ Sold by Adventure Communications, Inc. to Plateau Broadcasting Inc. for $500,000. **Seller** is headed by Michael R. Shott, and is also licensee of WHHR(AM)-WFXH(FM) Hilton Head, S.C.; WSIC(AM)-WFMX(FM) Statesville, N.C., and WKEE-AM-FM Huntington, WHIS(AM)-WHAJ(FM) Bluefield and WEEL(FM) Wheeling, all West Virginia. **Buyer** is headed by Anthony P. Gonzalez Jr., who is sales manager at WTNJ(FM) Mount Hope, W.Va. WAXS has oldies format on 94.1 mhz with 25.5 kw and antenna 650 ft.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$14,429,807** □ **7**

FM's □ **$4,072,000** □ **9**

AM-FM's □ **$1,650,000** □ **3**

TV's □ **$7,980,000** □ **1**

Total □ **$28,131,807** □ **20**

1992 to Date:

AM's □ **$154,031,970** □ **159**

FM's □ **$291,265,909** □ **175**

AM-FM's □ **$221,979,846** □ **113**

TV's □ **$1,207,381,620** □ **42**

Total □ **$1,874,659,345** □ **489**

For 1991 total see Jan. 27, 1992 BROADCASTING

KQST(FM) **Sedona, Ariz.** □ CP sold by American Aircasting Corp. to Linda M. Melton for $500,000. Sale of station for $495,000 ("Changing Hands," April 6) fell through. **Seller** is headed by Dick Gilbert, and has no other broadcast interests. **Buyer** holds CP for new FM at Monroe, La. KQST has AC, jazz format on 100.1 mhz with 500 w and antenna 751 feet above average terrain.

WSPI(FM) **Shamokin, Pa.** □ Sold by North Penn Broadcasting Inc. to Northeast Broadcasting of Northumberland Inc. for $425,000. **Seller** is headed by Harold G. Fulmer, and has interests in six AM's, three FM's and one LPTV. **Buyer** is headed by James P. O'Leary, and has interests in WISL(AM) Shamokin, Pa. WSPI has top 40 format on 95.3 mhz with 900 w and antenna 505 feet above averaage terrain. *Broker: Gordon P. Moul and Associates and Ray H. Rosenblum.*

WZRQ(FM) **Ballston Spa, N.Y.** □ CP sold by Saratoga Radio Corp. to DJA Media Inc. for $400,000. **Seller** is headed by Robert N. Putnam Jr. and Paul C. Raeder, and recently sold WKAJ(AM) Saratoga Springs, NY for $258,000 ("Changing hands," June 29). **Buyer** is headed by David J. Arcara, and has no other broadcast interests. WZRQ has AOR format on 102.3 mhz with 4.1 kw and antenna 386 feet above average terrain. *Broker: Frank Boyle & Co.*

WTOO(AM) **Asheville, N.C.** □ Sold by Asheville Broadcasting Corp. to Anchor Baptist Broadcasting Association for $295,000. **Seller** is headed by George H. Buck Jr., and has interests in 13 AM's and 2 FM's. **Buyer** is headed by Randy C. Barton, and is also licensee of WGCR(AM) Pisgah Forest, N.C. WTOO has southern gospel format on 1380 khz with 5 kw day and 1 kw night.

CLOSED!

KAHI-AM/KHYL-FM, Sacramento and KTCJ-AM/KTCZ-FM, Minneapolis from Parker Communications to National Radio Partners, LP, Alan Beck, Art Kern and the partners of Hellman & Friedman, Principals.

Elliot B. Evers acted as advisor to National Radio Partners.

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LOOKING INTO RADIO'S CRYSTAL BALL

Top executives interviewed by BROADCASTING see no major revenue turnaround soon

On the eve of the NAB's 1992 Radio Show, BROADCASTING asked a cross-section of radio's top executives to offer their predictions and insights on crucial issues facing the industry.

The results? A wide variety of opinions, but some consensus: revenues will not rebound dramatically until the economy does, duopoly will make a difference, format fragmentation will continue, and everyone—or almost everyone—anxiously awaits digital audio broadcasting.

1. What advertising revenue trends do you expect for the remainder of 1992 and 1993? If you see a marked turnaround coming, when do you see it taking place?

Richard Buckley, president, Buckley Broadcasting: "I think it's going to be a slow pullout. Local seems to be hanging in there, but the real question is: What happens to national? And I really see major problems in national business. It's just not there. You've got downward forces on unit rates. Cost per point has come home to haunt everybody in the business."

Norman Pattiz, chairman and chief executive officer, Westwood One Inc.: "I don't think we can expect much. I think we have to expect more of the same. We're seeing some signs on the network side of the business that the slump may be easing, but we're planning to run our business based on the advertising realities that exist at the moment. We expect minimal improvement in 1993."

Paul Fiddick, president, radio group, Heritage Media Corp.: "Local is already substantially recovered, and it's being masked by the continuing problems we have in national. I think it's better than it looks."

Ralph Guild, chairman and chief executive officer, The Interep Radio Store: "In national spot, I think the last quarter is going to pick up. I think it's going to be the best quarter of the year, and will erode some of the shortfall of the first three quarters. But I still don't think it will bring us even with last year. I think '93 will run ahead of '92, but I'm not so sure that it will exceed 1990."

Gordon Hastings, president, Katz Radio Group: "Our pacings indicate a turnaround is in progress for the remaining five months of 1992. It is entirely possible that the industry will be up between 2% and 4%, August-December.... If the remaining five months hold, the annual 1992 figures should result in between minus 5% and minus 6% for the year.... Broadcasters and reps will be conservative with 1993 projections until one quarter of solid growth is on the books.

William Hogan

"We feel the worst is behind us.... We are seeing an increase in activity in the fourth quarter. Fortunately, Detroit has picked up, which could be a big help."

Richard Ferguson, president, NewCity Communications: "We think national is going to stay on the same track for the rest of the year and that it's not going to improve dramatically. And I think local is going to be more of the same—not dramatically up or down. And we have no idea for 1993."

William Figenshu, senior vice president, Viacom Broadcasting: "The fall of '92 for us is very strong. We're excited because it's the first time we've seen any strengthening of the markets. We're cautiously optimistic about the fourth quarter. As far as '93 goes, I don't see a marked turnaround coming. The economies are not going to get better overnight."

William Hogan, president, general manager, Unistar Radio Networks: "We feel the worst is behind us, i.e., April and May, which showed decreases from last year exceeding 19% each month.... We are seeing an increase in activity for the fourth quarter. Fortunately, Detroit has picked up, which could be a big help.... Our

RAB'S INDEX OF RADIO REVENUE

Local revenue—July 1992		Local revenue—Jan.-July 1992	
All Markets	+2%	**All Markets**	+3%
East	-1%	**East**	+2%
Southeast	+5%	**Southeast**	+4%
Midwest	+2%	**Midwest**	+3%
Southwest	+6%	**Southwest**	+7%
West	Flat	**West**	+4%

National revenue—July 1992		National revenue—Jan.-July 1992	
All Markets	-15%	**All Markets**	-10%
East	-15%	**East**	-9%
Southeast	-18%	**Southeast**	-6%
Midwest	-4%	**Midwest**	-4%
Southwest	-19%	**Southwest**	-14%
West	-20%	**West**	-17%

Note: These figures include some markets that reported on calendar month, as well as markets that reported on standard broadcast month. The markets reported may vary from the previous month and may cause small variations in year-to-date trends.

Local and national revenues are based on a pool of more than 100 markets, as reported by the accounting firms of Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter.

Network revenues are provided by the Radio Network Association, as reported to them by their members.

her staff to run a station "on the cheap."

"That's what disturbs me about duopolies and LMA's. I hear people saying, 'We'll run it cheap.' But I never hear people saying, 'We'll run it well. We'll make that the best station you've ever heard.' "

For all the focus on the advertising slump and the proliferation of radio signals, Rubins believes the industry must bear more responsibility for its current problems if it is going to overcome them.

"I've got bad news," she says. "Broadcasters helped to create the declining revenue figures we're all suffering with today. As a general observation, I see many broadcasters who are great imitators. We mimic the ways our predecessors ran radio and television stations, and, of course, they imitated their predecessors."

How does she see radio breaking out of the slump? "We could start bringing new people with fresh, wacky ideas into the business instead of trading the same, stale, old talent around between ourselves.... We can stop our salespeople from selling against other radio stations and start positioning radio as a cost-effective advertising decision against the yellow pages, direct mail and other print forms."

If there is a bright spot for radio, Rubins says, it is that virtually every other American industry faces a similar challenge. "I think there are a lot of tough years ahead for every type of business," she says. "But it's time for us to be called up. We can take tough times. This country has a lot of challenges to overcome right now. Let's find the qualities within ourselves that are going to bring us to the top." ■

ROOM FOR TWO? ACCURATINGS HOPES SO

New ratings service says it is not a direct competitor to Arbitron; success may depend on affordability for stations

By Sharon D. Moshavi

Strategic Radio Research hopes there's room in the radio industry for its new AccuRatings service, but its aim is not to destroy Arbitron's dominance in the market. Radio sales executives—including Arbitron—say that's wise, because AccuRatings's methodology is enough to complement, but not substitute for, Arbitron. The service's success thus depends largely on whether stations feel they need and can afford a second service.

Strategic AccuRatings will survey audiences through once-a-week telephone call-outs; Arbitron surveys audiences through written diaries covering every day of the week. So far, the service has signed up three markets: 14 stations in San Diego, 10 in Chicago (its home base) and six in South Bend, Ind.

Although some of those stations are sole AccuRatings subscribers, they had already dropped Arbitron because they were unhappy with the service. "We are not positioning ourselves as a direct competitor [to Arbitron] in most cases," says SRR President Kurt Hanson. He has also made pitches in markets including Phoenix, San Francisco, Orlando, New York City, Albuquerque, Chattanooga and Grand Rapids.

Advertisers, especially national ones, simply will not accept most stations using solely AccuRatings at this point, according to Gerry Boehme, senior vice president, director of research, Katz Radio Group. National advertisers need a service that monitors the entire country. The service could be more useful in pitching local advertisers to try a radio station they had not used previously, he says.

SRR is pricing itself much lower than Arbitron to entice stations. AccuRatings's pricing for middle and larger market stations ranges from about $27,000 to $40,000. Comparable Arbitron prices for those stations would be about $100,000 to $200,000.

RADIO RATERS

	Arbitron	*AccuRatings*
Clients	**1,950**	**31**
Markets	**263**	**3**
Frequency	**Qrtly + mthly updates**	**Qrtly + wkly updates**
Method	**Diaries**	**Ph. callout**

Based on quarterly sample sizes about twice those of Arbitron's, AccuRatings will report ratings for cumulative audience within dayparts, as well as provide qualitative information based on demographics, geography and an additional 10 categories that radio stations in an AccuRatings market can handpick.

Arbitron measures audiences based on average-quarter-hour listening, which has become the industry standard and the yardstick by which advertisers measure radio and formulate cost-per-point pricing. Hanson maintains that AccuRatings's lack of quarter-hour measurement is a plus to stations. "Without average quarter hour, advertisers can't do cost per point. They have to look at the unique nature of the station and the advantages of it for their product," he says.

While most radio executives would like to get away from cost-per-point

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pricing, simply not providing the information won't make it go away, argue some radio sales executives as well as Arbitron. "Cost per point evolved since it was one standard way to measure our business. Arbitron doesn't necessarily encourage the industry to sell on a cost-per-point basis," says Jeff Wakefield, president, Interep research.

Jay Guyther, vice president, sales and marketing radio services, Arbitron, argues that the best way to eliminate advertiser emphasis on CPP pricing is to provide both reach (cumulative audience) and frequency (time spent listening). SRR cannot offer that because it does not calculate frequency, says Guyther.

He thinks AccuRatings will not compete directly with Arbitron's ratings service but with its Fingerprint service, which is more format oriented.

AccuRatings could find its niche, says Wakefield, as a programing research tool more than a sales tool. It is, in fact, an outgrowth of SRR's eight-year-old business of offering programing research to stations.

Unlike Arbitron and the failed competitive ratings service Birch Radio, AccuRatings is trying to take its case first to radio stations, not to advertisers. AccuRatings is likely capitalizing on Birch's demise, say some observers, but, by the same token, Birch's demise indicates "not a lot of support for two ratings services at one time," says Katz's Boehme. Hanson says SRR's slow-growth mentality will prevent it from becoming another Birch: "Birch failed because they tried to be in 200 markets at once. They were trying to drive Arbitron out of business—that doesn't work." ■

LMA'S MEET THE NEW OWNERSHIP LIMITS

Local marketing agreements were spawned by the recession, but with the FCC's new rules, they may evolve into vehicles for the eventual purchase of stations

By Randy Sukow

LMA's—local marketing agreements—have been a handy tool for some radio station owners looking for creative ways to survive the recession. But with the approval of new FCC radio ownership rules changing the national and local ownership limits, emphasis on LMA's could be evolving into LWOB—lease with option to buy.

"We had predicted that LMA's would become academic once the FCC changed its ownership policies, and I think we're going to witness that now," says former National Association of Broadcasters radio board chairman Dick Novik, owner of WKIP(AM) Poughkeepsie, N.Y., who has been simulcasting the station's news/talk programing on a nearby FM on an LMA basis for the past two years.

> *"We had predicted that LMA's would become academic once the FCC changed its ownership policies, and I think we're going to witness that now."*
>
> **Dick Novik**

But at the same time, LMA's will have their role as the broadcasting industry adjusts to the new radio rules and waits for better economic times. "I think they'll be around until the money is available. My sense is that the money is still not available to get into ownership," says John David, NAB senior vice president, radio.

An FCC survey of 284 TV and radio stations suggested about 6% of all broadcast stations—approximately 750, ith a huge majority of them radio stations—are involved in LMA's (BROADCASTING, Feb. 24). LMA deals, the practice of leasing most or all of the time on a radio station to another station owner, became a convenient way for broadcasters who could not find buyers to save their marginal or money-losing operations to save their investments.

The practice became common enough to attract the attention of several prominent congressmen who worried that LMA's were lowering program diversity. A bill co-sponsored last year by House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and ranking committee member Norman Lent (R-N.Y.) as well as the chairman and ranking member of the Telecommunications Subcommittee, Edward Markey (D-Mass.) and Matthew Rinaldo (R-N.J.), would have put severe limits on LMA's, amounting almost to extinction (BROADCASTING, Nov. 11, 1991).

But the bill's introduction was widely interpreted at the time not as an attempt to eliminate LMA's, but as a strong bipartisan message to the FCC to reform its procedures for approving them. The commission responded with its complete overhaul of the radio ownership rules, which, after extended wrangling with Congress, were finalized last month (BROADCASTING, Aug. 10). The new rules allow local ownership of two AM's and FM's in markets with more than 15 stations and ownership of up to three stations

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HEALTH NEWSFEED
RADIO REPORTS VIA SATELLITE
FROM THE JOHNS HOPKINS MEDICAL INSTITUTIONS

RADIO BY THE NUMBERS

PROPOSED STATION SALES, CHANGE OVER LAST YEAR

$ volume/number of stations

As of Sept. 2, 1991:

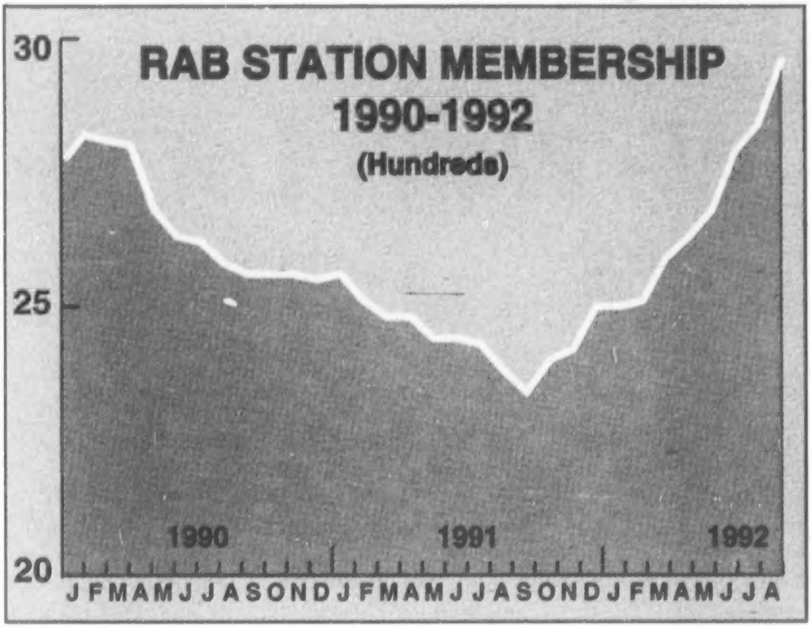
AM: $58,365,080/186
FM: $149,773,646/181
AM-FM: $166,333,972/130
Total: $374,472,700/497

As of Aug. 31, 1992:

AM: $139,602,163/152
FM: $287,193,909/166
AM-FM: $220,329,846/110
Total: $647,125,920/428

1992 vs. 1991

AM: +139%/- 18%
FM: +92%/- 8%
AM-FM: +32%/- 15%
Total: +73%/- 14%



RADAR 45—SPRING '92 VS. FALL '91

Volume 2, network audiences to all commercials.
Average quarter-hour summary by network, Mon.-Sun., 6 a.m.-7 p.m.

TOTAL PERSONS, 12+

	Spring 1992		Fall 1991		
Network	*AQH*	*Rank*	*AQH*	*Rank*	*% Chg.*
ABC Prime	5,407,000	1	5,389,000	1	+0.3%
Westwood/Mutual	3,196,000	2	3,242,000	2	-1.4%
ABC Platinum	2,949,000	3	2,849,000	3	+3.5%
CBS Spectrum	2,420,000	4	2,408,000	4	+0.5%
ABC Genesis	2,373,000	5	2,352,000	5	+0.9%
Unistar Super	2,265,000	6	2,239,000	6	+1.2%
Unistar Ultimate	2,088,000	7	2,045,000	7	+2.1%
CBS Radio Network	1,811,000	8	1,753,000	8	+3.3%
Westwood/NBC	1,559,000	9	1,614,000	10	-3.4%
W.O.N.E.	1,556,000	10	1,698,000	9	-8.4%
Westwood/Source	1,458,000	11	1,484,000	11	-1.8%
Unistar Power	1,424,000	12	1,388,000	12	+2.6%
ABC Excel	1,209,000	13	1,107,000	13	+9.2%
American Urban	1,132,000	14	998,000	15	+13.4%
ABC Galaxy	1,073,000	15	1,028,000	14	+4.4%

TOTAL PERSONS, 25-54

	Spring 1992		Fall 1991		
Network	*AQH*	*Rank*	*AQH*	*Rank*	*% Chg.*
ABC Prime	2,894,000	1	3,022,000	1	-4.2%
Westwood/Mutual	1,683,000	2	1,682,000	2	+0.1%
ABC Platinum	1,546,000	3	1,467,000	3	+5.4%
CBS Spectrum	1,443,000	4	1,373,000	4	+5.1%
ABC Genesis	1,363,000	5	1,365,000	5	-0.1%
Unistar Super	1,290,000	6	1,274,000	6	+1.3%
Unistar Ultimate	1,188,000	7	1,204,000	7	-1.3%
Unistar Power	912,000	8	851,000	9	+7.2%
W.O.N.E.	897,000	9	940,000	8	-4.6%
CBS Radio Network	891,000	10	850,000	10	+4.8%
Westwood/Source	810,000	11	821,000	11	-1.3%
Westwood/NBC	767,000	12	767,000	12	0.0%
American Urban	723,000	13	588,000	14	+23.0%
ABC Excel	702,000	14	662,000	13	+6.0%
ABC Galaxy	629,000	15	554,000	15	+13.5%

Network radio executives, battered by declining revenues, found good news in RADAR 45, the industry's biannual ratings report released last week. It showed network listenership essentially stable, with significant increases for the American Urban Radio Networks and ABC's Excel. "It does appear to be flat, and I consider that to be a great book for the medium of network radio," says Paul Bronstein, vice president, research, CBS Radio Networks. "It really shows a stability among the audiences."

FM: BALH920708EC; 96.5 mhz; 100 kw; ant. 1,000 ft.)—Granted assignment of license from Capital City Communications Inc. to Missouri River Broadcasting Inc. for $395,000. **Seller** is headed by James Lakoduk, and has no other broadcast interests. **Buyer** is headed by James D. Ingstad, and has interests in six AM's and seven FM's. Action Aug. 19.

■ **WNBE(FM) Alamo, TN** (BAPLH920630HH; 93.1 mhz; 25 kw; ant. 328 ft.)—Granted assignment of CP from Charles C. Allen to Good News Network Inc. for $471,057. **Seller** has no other broadcast interests. **Buyer** is headed by John Latham, and has interests in WFWL(AM)-WRJB(FM) Camden, WGNN(FM) Dresden and WIST(FM) Lobelville, all Tennessee. Action Aug. 20.

■ **WCSV(AM) Crossville, TN** (BAL920507EB; 1490 khz; 1 kw-U)—Granted app. of assignment of license from U.S. Small Business Administration to Samuel T. Armes for $5,160. **Buyer** has no other broadcast interests. Action Aug. 21.

■ **KNFO(FM) Waco, TX** (BALH920122HP; 95.5 mhz; 100 kw; ant. 1,100 ft.)—Granted assignment of license from KNFO Broadcasting Co. (Texas joint venture) to HSA Service Corp. in settlement agreement. Original note plus interest borrowed by assignor totalled $2,981,205; fair market value of assets acknowledged by parties to application is $950,000. **Seller** is headed by Norman Fischer, et al., and has no other broadcast interests. **Buyer** is headed by Carl B. Webb, and has no other broadcast interests. Action Aug. 14.

NEW STATIONS

Applications

■ **Inglis, FL** (BPED920820MA)—Sabbath Inc. seeks 104.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill, and has no other broadcast interests. Filed Aug. 20.

■ **Poipu, HI** (BPED920820ME)—Lu Ann Uchida Lane and William A. Lane seek 95.9 mhz; 1.13 kw; ant. 225 m. Address: 34001 Granada Drive, Dana Point, CA 92629. Applicants have no other broadcast interests. Filed Aug. 20.

■ **Pinckneyville, IL** (BPH920818MC)—Kenneth W. and Jane A. Anderson, husband and wife, seek 104.3 mhz; 3.5 kw; ant. 84 m. Address: Route 7, Box 3858, Marion, IL 62959. Applicants are licensees of WBVN(FM) Carrier Mills, IL. Filed Aug. 18.

■ **Union City, IN** (BPED920821MB)—Positive Alternative Radio Inc. seeks 88.9 mhz; 3.5 kw; ant. 99 m. Address: P.O. Box 889, Blacksburg, VA 24063. Applicant is headed by Vernon H. Baker, and has interests in eight AM's. Filed Aug. 21.

■ **Los Alamos, NM** (BPH920813ME)—Jeffrey Rochlis seeks 107.5 mhz; 100 kw; ant. 300 m. Address: 10601 Wilshire Blvd., Suite 1604, Los Angeles, CA 90024. Applicant is 50% partner in permittee of new FM at Thousand Palms, CA. Filed Aug. 13.

Actions

■ **Boise, ID** (BPED910129MA)—Granted app. of Idaho State Bd. of Education (Boise State University) for 91.5 mhz; 4 kw; ant. 787 m. Address: 1910 University Dr. Boise, ID 83725. Applicant is headed by James V. Paluzzi, and has no other broadcast interests. Action Aug. 19.

■ **Union City, IN** (BPH910808MD)—Granted app. of River Radio Inc. for 105.7 mhz; 6 kw; ant. 100 m. Addess: 300 N. 4th St., Fulton, KY 42041. Applicant is headed by Alvin E. McClain, who has interests in licensee of WKZT(AM) Fulton, KY. Action Aug. 19.

■ **West Lafayette, IN** (BPED910715MH)—Granted app. of Von Tobel Foundation Inc. for 89.9 mhz; .1 kw; ant. 100 m. Address: 256 South Washington St., Valparaiso, IN 46383. Applicant is headed by Paul J. Von Tobel III, and is licensee of FM translator W216AC Valparaiso, IN. Action Aug. 13.

■ **Kalispell, MT** (BPH910926MD)—Dismissed app. of Michael J. Stocklin for 106.3 mhz; 3.83 kw; ant. 126 m. Applicant has no other broadcast interests. Action Aug. 19.

■ **Whitesboro, NY** (BPH920519MA)—Returned app. of Kenneth F. Roser Jr. for 97.9 mhz; 1.65 kw; ant. 191 m. Address: Box 195-F Grahm Rd., Utica, NY 13502. Applicant has interests in WLFH(AM)-WOWB(FM) Little Falls, NY. Action Aug. 11.

■ **Del City, OK** (BPED920422MA)—Returned app. of Everlasting Gospel Lighthouse Inc. for 91.7 mhz; .15 kw; ant. 44 m. Address: 5800 South Sunnylane, Oklahoma City, OK 73115. Applicant is headed by John L. Harrell, and has no other broadcast interests. Action Aug. 11.

FACILITIES CHANGES

Actions

FM's

■ **Willard, OH** WPJV(FM) 96.9 mhz—Forfeited and cancelled app. of Mansfield Christian School (BPED-860123NO) for new FM; ERP: 3 kw H&V; ant.: 91 m.; TL: Dininger Rd., 5 mi. E of S.R. 61, about 4 miles N of Shelby, OH; SL-RC: T.B.D. 40 56 42 - 82 39 42; callsign deleted. Action July 28.

■ **Mercer, PA** WWIZ(FM) 103.9 mhz—Dismissed app. of GBS Communications Inc. (BPH-870330NI) for CP to make changes: change community of license to Sharon, PA (47 CFR 73.211); pet. to deny filed 8-6-87. Action July 21.

■ **Mt. Carmel, PA** WXMH(FM) 99.7 mhz—Granted app. of David A. Donlin, receiver (BMPH-920421ID) for mod. of CP (BPH-880217MT) to make changes; ant.: 197 m. TL: .2 km north of SR54, hamlet of Natalie. Amended 7-10-92; ERP reduced to .79 kw. Action July 22.

■ **Jamestown, NY** WCOT(FM) 90.9 mhz—Granted app. of Family Life Ministries Radio Inc. (BMPED-920413IC) for mod. of CP (BPED-900705MF) to make changes; change TL: Robin Hill Road, 17.974 km at 126 degrees from Jamestown. Action July 31.

■ **Marlow, OK** KFXI(FM) 92.1 mhz—Forfeited and cancelled app. of Austin Broadcast Services Inc. (BPH-881014IJ) for CP to make changes; change ERP: 50 kw H&V, change ant.: 118.2 m., change to class C2 (per MM docket #87-359). Action Aug. 3.

■ **Pendleton, OR** KSXM(FM) 107.7 mhz—Forfeited and cancelled app. of Pendleton Broadcasting Co. (BPH-870302OM) for CP to change TL: Cabbage Hill area, 11.5 mi. SE of Pendleton, 4 mi. west of Deadman Pass, alongside I-80, Pendleton; change ERP: 100 kw H&V; ant.: 344 m., and make changes in antenna system: 45 35 15 - 118 34 56. Action Aug. 3.

■ **Aberdeen, SD** KQAA(FM) 94.9 mhz—Granted app. of CD Broadcasting Corp. of Aberdeen (BPH-920313IA) for CP to make changes; ant.: 165 m.; TL:.5 mi NW of Bath Corner; change class to C1; amended 7-6-92 to change ant. to 131, TL: 45 25 05 - 98 28 36. Action August 3.

■ **Spearfish, SD** KBHU-FM 89.1 mhz—Forfeited and cancelled app. of Black Hills State College (BPED-790723AI) for CP to increase power ERP: l00 w, and make changes in antenna system. Action Aug. 3.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,707	944	5,651
Educational FM	1,557	290	1,847
Total Radio	**11,233**	**1,420**	**12,653**
Commercial VHF TV	557	13	570
Commercial UHF TV	583	164	747
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	**1,500**	**191**	**1,691**
VHF LPTV	466	131	597
UHF LPTV	818	841	1,659
Total LPTV	**1,284**	**972**	**2,256**
FM translators	1,901	390	2,291
VHF translators	2,512	80	2,592
UHF translators	2,406	392	2,798

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research

Broadcasting

In Brief

NBC Talknet's Bruce Williams broke out of his normal format last Monday (Aug. 31) to make an unusual request: he appealed to Kuwait, Saudi Arabia and the United Arab Emirates to offer economic aid to hurricane victims in South Florida. The result? **The Amir of Kuwait donated $10 million** to the American Red Cross, according to NBC Talknet. Williams had given out the telephone number of the three embassies and urged his listeners to phone the embassies.

The Radio Music License Committee last week announced a compromise solution to the dispute **between ASCAP and some 240 radio stations** over music played on *The Rush Limbaugh Show.* The agreement establishes a specially negotiated reporting and fee structure for stations on a per-program license that air the show—roughly 240 stations. The dispute has lingered partly because EFM Media, which produces and distributes Limbaugh's show, refused to provide cue sheets that would enable stations to identify and report non-incidental music use.

Late last week the **NAB added a special session to its 1992 Radio Show focusing on the new FCC ownership rules**. The convention begins in New Orleans this Wednesday (see page 65). The panel will include FCC Mass Media Bureau Chief Roy Stewart and General Counsel Bob Pettit. It will replace a planned "Capitol Hill" perspective panel, scheduled for 2-3:10 p.m., Friday (Sept. 11).

Kansas City Royals moved its TV affiliation, starting with next season, to ABRY Communications' KSMO-TV, ending a 12-year affiliation with NBC affiliate WDAF-TV. The new three-year contract calls for the independent station to broadcast 65 games, 14 more than in the current season. Next year it's expected that Royals third baseman George Brett will pass the 3,000-hit mark.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 23. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	10.2/221/98
2. Oprah Winfrey Show	9.2/231/99
3. Jeopardy	8.9/213/98
3. Star Trek	8.9/244/99
5. Married...With Children	7.5/177/96
6. Current Affair	6.6/184/96
7. Entertainment Tonight	6.4/181/96
8. Cosby Show	6.0/196/96
9. Inside Edition	5.7/144/90
10. Donahue	5.5/228/99
11. Wheel Of Fortune-wknd	5.4/193/91
12. WKRP In Cincinnati	5.2/236/98
13. Case of All-Star Assassination	5.1/170/91
14. Baywatch	5.0/158/90
14. Sally Jessy Raphael	5.0/214/98

Industry leaders named by NAB will meet Sept. 15 in Washington **to begin designing the program for NAB's 1993 HDTV World Conference,** April 19-22, in Las Vegas. Advanced TV Systems Committee Chairman James McKinney will chair the conference committee featuring Wendell Bailey, technology VP for NCTA; Julius Barnathan, Capital Cities-ABC consultant; Steven Bonica, president of Panasonic Broadcast and TV Systems; William Connolly, president of Sony Advanced Systems; Allen Cooper, technology VP for MPAA; Greg DePriest, advanced TV VP for Toshiba America; Joseph Flaherty, technology senior VP for CBS; Keiichi Kubota, senior scientist for NHK; Michael Sherlock, operations president for NBC, and Margita White, president of MSTV.

National Hockey League signed two television rights deals with ESPN last Wednesday, and a day later was sued by incumbent rights-holder SportsChannel America. The first deal is a one-year pact to air 25 regular-season games and 37 playoff games (including Stanley Cup Finals) in the upcoming season, with an option to renew for another four years after that. A separate five-year deal gives ESPN the right to sell NHL internationally (excluding Canada). The domestic deal also provides ESPN rights to certain "additional" games that would air on ESPN II, should the network decide to launch that channel. League and network officials did not deny reports that ESPN would pay about $12 million a year for rights. The network is required to black out games in home-team markets. SportsChannel America claims it had a right of first-refusal on next season's rights and filed suit in New York Supreme Court.

President Bush awarded **recess appointments to the Copyright Royalty Tribunal to Bruce Goodman,** formerly an attorney with the Washington firm of Arter & Hadden, and **Edward Damich,** professor of law at George Mason University, Fairfax, Va. Among the responsibilities of the CRT is the distribution of copyright payments to Hollywood producers by cable systems paying through the cable compulsory license. Goodman and Damich succeed Commissioners J.C. Artensinger and Mario Arguero.

House Telecommunications Subcommittee Chairman **Edward Markey accused the NTIA of making "an end-run of Congress by appealing for private funds"** and attempting "to circumvent the Constitution and Congress." In a Sept. 1 letter to Commerce Secretary Barbara Franklin, Markey complained about an NTIA notice in the *Federal Register* for bids on a study on methods for assigning radio frequencies through competitive bidding

C1850-14

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SEP 14

FIRST IN TELEVISION CABLE RADIO SATELLITE

- ❑ DUOPOLY, DAB SHARE SPOTLIGHT AT RADIO '92 / 4
- ❑ '90210' SALES LAUNCH IN BROADCAST SYNDICATION / 24
- ❑ DIGICIPHER HDTV DATA RELEASED / 31

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— Rick Sherwood
Hollywood Reporter

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CABLE BILL: ONE BIG STEP CLOSER TO LAW

VOLLEYING OVER CBS, NBC COMP CONTINUES

By Steve McClellan and Geoffrey Foisie

An all-day meeting between CBS TV network executives and affiliate representatives adjourned last week without resolving fundamental issues between the two parties. So far, the network has been adamant about not lessening the $20 million cut in cash compensation it proposed several months ago to take effect in January. And some affiliates still object to the idea of cuts. Meanwhile, NBC and members of the network's affiliate advisory committee continued talks last week regarding a restructuring of compensation payouts for 1993.

At least some CBS discussions are expected to continue this week. Those present at the Chicago meeting included president of affiliate relations, CBS TV Network, Tony Malara; affiliate chairman, Mick Schafbuch, general manager of KOIN-TV Portland, Ore., and chairman-elect, Cathy Creany, general manager of WTVH-TV Syracuse, N.Y.

As reported last month (BROADCASTING, Aug. 17), NBC wants to reduce cash payouts by up to 15% to 20% (smaller cuts for smaller-market stations) in exchange for inventory. In a recent development, NBC has proposed to earmark revenue for what sources on both sides described as cash "bonuses" for stations able to "grow" certain network dayparts, including prime time, daytime and evening news. Also on the table is a proposal to earmark some comp dollars for on-air promotion.

But with the current economy, station executives say it is pretty clear most NBC affiliates will face a net reduction in compensation next year. "It's a pretty good supposition," said Jim Waterbury, president and general manager, WWWL(TV) Waterloo, Iowa. "The question is how much, and we just don't know at this point." ■

This Week

VISIONS OF DUOPOLY / 4

Broadcasters, both anxious and optimistic about the new radio ownership limits, see consolidation and cost cutting as the most likely outcomes.

CABLE BILL READY FOR VOTE / 6

House-Senate conferees agreed last week on a cable rereg bill with retransmission consent a key feature. A veto is considered likely.

Shannen Doherty of '90210,' launching in broadcast syndication next fall (p. 24)

SYNDICATION LAUNCH FOR '90210' / 24

Rep sources predict Worldvision Enterprises could generate $300,000-$500,000 per episode in cash and barter revenues for *Beverly Hills, 90210* in broadcast syndication next fall. The company has closed independent station deals in five of the top 10 markets.

LIFETIME/ABC TEAM FOR SPECIAL / 29

Lifetime tomorrow night will present *Seize the Power*, an election special produced in collaboration with ABC News.

DIGITAL CERTAINTY / 31

The first independent documentation of the performance of a digital HDTV system—General Instrument's DigiCipher—is ready for FCC evaluation, and GI confidently predicts the North American standard will be digital.

RADIO'S PERSONAL TOUCH / 36

Still contending that Arbitron "is the best thing we've got," attendees at an NAB Radio Show session extolled the benefits of building listener databases to allow personalized direct-mail efforts.

NBC CROSS OVER CROSSOWNERSHIP / 42

NBC complained to the FCC that the terms of its relaxation of the ban on network-cable crossownership, which cap a network's interest at 50% of homes passed, will effectively keep the networks out of the business.

Lynn Sherr hosts Lifetime/ABC election special (p. 29).

PEDDLING PERKS / 45

Many TV stations find that dangling Caribbean cruises and ski trips before big advertisers can boost sales, but some are skeptical about the practice's long-term impact.

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Broadcasting's Ratings Week ◪ Aug 31-Sep 6

	ABC	CBS	NBC	FOX
MONDAY	4.4/7	15.1/26	10.0/17	NO PROGRAMING
8:00	74. The Young Indiana Jones Chronicles 5.9/10	16. Evening Shade 12.1/22	18. Fresh Prince 11.7/21	
8:30		11. Major Dad 13.0/22	19. Blossom 11.6/20	
9:00	90. ABC Monday Night Movie—Reds, Pt. 2 3.7/6	1. Murphy Brown 17.6/29	32. NBC Monday Night Movies—The Revenge of Al Capone 9.2/16	
9:30		4. Designing Wmn 15.9/27		
10:00		4. Northern Exposure 15.9/29		
10:30				
TUESDAY	14.2/25	10.6/19	7.7/14	NO PROGRAMING
8:00	13. Full House 12.8/24	20. Rescue: 911 11.5/21	69. Secret Service 6.4/12	
8:30	9. Step By Step 13.8/24			
9:00	2. Roseanne 16.3/27	28. CBS Tuesday Movie—Jack the Ripper, Pt. 2 10.1/17	53. I Witness Video 7.7/13	
9:30	7. Coach 14.1/23			
10:00	7. Going to Extremes* 14.1/25		35. Dateline NBC 8.9/16	
10:30				
WEDNESDAY	7.5/13	11.2/19	11.5/20	8.8/15
8:00	45. Wonder Years 8.4/15	62. Freshman Dorm 6.9/12	6. Unsolved Mysteries 15.4/27	35. Beverly Hills 90210 8.9/16
8:30	76. Gettin' Over 5.6/10			
9:00	16. Home Improvmt 12.1/20	24. 2000 Malibu Road 10.4/17	22. Seinfeld 10.7/17	39. Melrose Place 8.7/14
9:30	55. Arresting Behav 7.5/12		21. Wings 10.9/18	
10:00	76. Civil Wars 5.6/10	2. 48 Hours 16.3/30	49. Law and Order 8.3/15	
10:30				
THURSDAY	7.9/14	9.1/17	9.8/18	8.2/15
8:00	66. Who's the Boss? 6.8/13	29. Top Cops 10.0/18	45. Cosby 8.4/16	26. Simpsons 10.2/19
8:30	76. Room For Two 5.6/10		31. Cosby 9.4/17	26. Martin 10.2/18
9:00	85. Homefront 4.5/8	39. Middle Ages* 8.7/16	10. Cheers 13.3/23	71. The Heights 6.1/11
9:30			14. Wings 12.5/22	
10:00	11. Primetime Live 13.0/24		54. L.A. Law 7.6/14	
10:30				
FRIDAY	9.2/19	7.6/15	7.3/15	5.1/10
8:00	35. Family Matters 8.9/19	67. Evening Shade 6.5/14	57. Unsolved Mysteries 7.4/16	79. America's Most Wanted 5.5/12
8:30	41. Step By Step 8.6/18	67. Major Dad 6.5/13		
9:00	41. Covington Cross 8.6/17	62. Age Seven in America 6.9/13	72. I'll Fly Away 6.0/12	81. Sightings 5.3/10
9:30				89. Rachel Gunn, R.N. 4.0/8
10:00	25. 20/20 10.3/20	30. Scared Silent 9.5/19	41. Scared Silent 8.6/17	
10:30				
SATURDAY	5.7/13	5.8/12	8.0/17	6.8/15
8:00	75. ABC College Football Special—Miami at Iowa 5.7/13	91. 1775 3.2/7	32. Golden Girls 9.2/21	51. Cops 7.8/17
8:30		70. CBS Saturday Movie—Gorillas in the Mist 6.3/13	58. Powers That Be 7.3/16	38. Cops 2 8.8/19
9:00			45. Empty Nest 8.4/17	61. Code 3 7.0/15
9:30			34. Nurses 9.1/19	90. Vinnie & Bobby 3.7/8
10:00			60. Sisters 7.1/15	
10:30				
SUNDAY	5.9/12	10.0/20	6.5/13	5.8/12
7:00	83. Life Goes On 5.2/12	15. 60 Minutes 12.3/27	86. Brokaw Report 4.3/10	84. Batman 4.6/11
7:30				86. Parker Lewis 4.3/9
8:00	50. Am Fun Home Vid 7.9/16	22. Murder, She Wrote 10.7/21	72. I Witness Video 6.0/12	62. In Living Color 6.9/14
8:30	55. Am Fun People 7.5/15			62. Roc 6.9/13
9:00	80. American Detective 5.4/10	45. CBS Sunday Movie—Do You Know the Muffin Man? 8.4/16	51. NBC Sunday Night Movie—Crossing the Mob 7.8/15	44. Married w/Chldn 8.5/16
9:30				59. Martin 7.2/14
10:00	81. Scared Silent 5.3/10			88. The Heights 4.1/8
10:30				
WEEK'S AVGS	7.7/15	9.9/19	8.6/16	6.8/13
SSN. TO DATE	11.0/19	12.2/21	11.6/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WTIC-TV Hartford, Conn.; KDVR(TV) Denver; WATL(TV) Atlanta and WXIN(TV) Indianapolis □ Sold by Chase Communications Inc. to Renaissance Communications for estimated $175 to $200 million. **Seller** is headed by Arnold Chase; stations, all Fox affiliates, are company's remaining television holdings. It retains WTIC-AM-FM Hartford, Conn., and is currently building cable systems in Poland. **Buyer** is headed by Michael Finkelstein, and also owns KTXL(TV) Sacramento, Calif; WTXX(TV) Waterbury, Conn.; WDZL(TV) Miami and WPMT(TV) Harrisburg, Pa. WTIC-TV has is on ch. 61 with 5,000 kw vis., 1,000 kw aur. and ant. 1,692 ft. KDVR is on ch. 31 with 5,000 kw vis., 500 kw aur. and ant. 1,038 ft. WATL is on ch. 36 with 2,682 kw vis., 402 kw aur. and ant. 1,170 ft. WXIN is on ch. 59 with 2,090 kw vis., 209 kw aur. and ant. 990 ft.

KBBX(AM)-KBCK(FM) Centerville, Utah (Salt Lake City) □ Sold by Radio Property Ventures Inc. to U.S. Radio IV Inc. for $1.65 million. Sale includes CP for KDOE(FM) Brigham City, Utah. Stations will be operated as LMA. **Seller** is headed by Burt W. Kaufman, who also owns KXEG(AM) Tolleson, Ariz.; KSHY(AM) Cheyenne, Wyo.; KXEN(AM) St. Louis and KQXI(AM) Arvada, Colo. **Buyer** is owned by Ragan A. Henry, who recently sold KDIA(AM) Oakland, Calif., for $1.6 million ("Changing Hands," Aug. 3). Henry heads broadcast group that is licensee of 8 AM's, 15 FM's and one TV. KBBX has religious, Spanish format on 1600 khz with 5 kw day and 1 kw night. KBCK has country format on 105.7 mhz with 7.3 kw and antenna 921 feet above average terrain. *Broker: Media Services Group Inc.*

KAYI(FM) Muskogee, Okla. □ Sold by Narragansett Radio to Riverside Communications Inc. for $1.6 million. **Seller** is headed by Glenn M. Creamer, and is affiliate of Narragansett Capital Inc., licensee of WYNK-AM-FM Baton Rouge and KEZO-AM-FM Omaha. Narragansett also owns cable and newspaper properties. **Buyer** is headed by Carol Ann Yde, who, with William L. Yde III, has interests in licensee of KTZN(FM) Green Valley, Ariz. KAYI has CHR format on 106.9 mhz with 100 kw and antenna 1,005 feet above average terrain. *Broker: Questcom Radio Brokerage.*

WMIN(AM) Maplewood (Minneapolis), Minn. □ Sold by Voyageur Broadcasting Co. to Central Baptist Theological Seminary of Minneapolis for $1.5 million. **Seller** is headed by Obed Borgen, and has no other broadcast interests. **Buyer** is headed by Ernest Pickering, and recently sold WCTS-FM Minneapolis for $10 million ("Changing Hands," Aug. 24). WMIN has MOR format on 1030 khz with 50 kw day and 1 kw night.

WALM(AM)-WELL-FM Albion, Mich. □ Sold by Thomas A. Bruinsma, bankruptcy trustee for Triad-Commco., to Donald R. Fox for $340,000. Sale includes WELL(AM) Battle Creek, Mich. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. WALM has big band format on 1260 khz with 1 kw day and 500 w night. WELL-FM has big band format on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. WELL(AM) is fulltimer with oldies format on 1600 khz with 1 kw. *For other proposed and approved sales see "For the Record," page 55.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$1,670,000** □ **3**
FM's □ **$1,606,928** □ **2**
AM-FM's □ **$1,990,000** □ **2**
TV's □ **$175,055,467** □ **5**
Total □ **$180,322,395** □ **12**

1992 to Date:

AM's □ **$155,701,970** □ **162**
FM's □ **$292,872,837** □ **177**
AM-FM's □ **$223,969,846** □ **115**
TV's □ **$1,382,437,087** □ **47**
Total □ **$2,054,981,740** □ **501**

For 1991 total see Jan. 27, 1992 BROADCASTING.

SOLD!

KZKX-FM, Lincoln, Nebraska from **Sherman Broadcasting Corporation,** Jay Meyers, President to **C.T. Robinson** for **$2,850,000** cash.

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■ **Compton, CA** KJLH(FM) 102.3 mhz—July 31 application of Taxi Productions Inc. for CP to make changes: ERP: 5.6 kw (H&V).

■ **Quincy, CA** KQNC(FM) 101.9 mhz—July 30 application of Olympic Broadcasters Inc. for CP to make changes: ERP: .13 kw H&V, class: from 271C2 to 271A (per MM docket #92-20).

■ **Springfield, FL** WRBA(FM) 95.9 mhz—July 29 application of Styles Broadcasting Company Inc. for CP to make changes: ERP: 50 kw (H&V).

■ **Lumpkin, GA** WYAZ(FM) 99.3 mhz—July 22 application of Radio Lumpkin Inc. for mod. of CP (BPH-891214MI) to make changes; change main studio location.

McDonough, GA WMVV(FM) 90.7 mhz—July 30 application of Mt. Vernon BAP Church of Henry Co. Inc. for CP to make changes; change; ERP: 10 kw (H&V); TL: 1736 Highfalls Road, Griffin (Spalding) GA; change city of license from McDonough to Griffin.

■ **Richmond Hill, GA** WRHQ(FM) 105.3 mhz—Aug. 3 application of Thoroughbred Communications Inc. for CP to make changes; change: ERP: 11.237 kw (H&V); ant.: 148.2 m.; TL: 1311 West 52nd Street; Savannah, Chatham County, GA; change class to C3 (per MM docket #91-127).

■ **Wabash, IN** WWIP(FM) 105.9 mhz—Aug. 3 application of Conaway Communications Corp. for mod. of CP (BPH-880722MK) to make changes; change: ant.: 97 m.; TL: southeast corner of Morrett Road and Dowd Road.

■ **Henderson, KY** WGBF-FM 103.1 mhz—July 31 application of Aiken Communications Corporation for CP to make changes: ERP: 3.16 kw (H&V); ant.: 138 m.

■ **Radcliff, KY** WUOX(FM) 103.5 mhz—Aug. 4 application of W & B Broadcasting Inc. for mod. of CP (BPH-871110MU) to make changes: ant.: 137 m.; TL: 3110-8 South Wilson Road, Elizabethtown, Hardin County, KY, specify directional antenna.

■ **Winchester, KY** WLFX(FM) 100.1 mhz—Aug. 3 application of Gary L. Jensen, receiver, for CP to make changes; change ERP: 32 kw (H&V); ant.: 149.5 m.; TL: existing WLAP(AM)-WMXL(FM) tower at intersection of Huffman Mill and Russel Cave Roads, Fayette County, KY; change to class C2 (per MM docket #88-31).

■ **Shreveport, LA** KMJJ-FM 100.1 mhz—July 30 application of Sungroup Broadcasting of Louisiana for CP to make changes; change freq.: 99.7 mhz (per MM docket #84-231); ERP: 50 kw (H&V); ant.: 150 m.; TL: 5.15 km (3.1 mi.) north of loop 220 on farm road 3049; 1100 feet west of hwy. 3049; change to class C2 (per MM docket #84-231).

■ **Northfield, MA** WNMH(FM) 915 mhz—Aug. 3 application of Northfield Mount Hermon School for CP to make changes; change freq.: 88.9 mhz; ERP: 1.2 kw (H&V); ant.: -92 m.

■ **Ashley, MI** WJSZ(FM) 92.5 mhz—Aug. 3 application of William V. Constine for mod. of CP (BPH-901226MD) to make changes; change ERP: 2 kw (H&V); ant.: 122 m.

■ **Glassboro, NJ** WGLS-FM 89.7 mhz—July 31 application of Glassboro State College for CP to make changes; change ERP: .158 kw(H) .640 kw(V); ant.: 49.9 m.; TL: approximately .35 km east of intersection of Rte. 47 and Fish Pond Road, adjacent to Glassboro State College Campus.

■ **Cleveland** WMJI(FM) 105.7 mhz—July 29 application of Legacy Broadcasting for CP to make changes: ERP: 16 kw (H&V); ant.: 344 m.; TL: 1.2 km southwest of intersection of Broadview and Ridgewood Roads, Parma, Cuyahoga County, OH.

■ **Shadyside, OH** WEEL(FM) 95.7 mhz—July 29 application of Adventure Three Inc. for CP to make changes; change ERP: 5 kw (H&V); change to class B1 (per MM docket #88-544).

■ **Wilburton, OK** KZUD(FM) 103.7 mhz—July 30 application of Blue Mountain Broadcasting for CP to make change; change ERP: 90 kw (H&V); ant.: 276 m.; TL: 2.8 km northeast of Krebs, Pittsburg County, OK; change to class C1 (per docket #91-232).

■ **Lebanon, OR** KIQY(FM) 103.7 mhz—July 29 application of Spotlight Media Corp. for mod. of CP (BPH-910531ID) to make changes; change ant.: 335.2 m.; TL: Peterson Butte, 5.7 km from Lebanon city hall on bearing of N231E degrees.

■ **Scranton, PA** WEZX(FM) 107.1 mhz—Aug. 3 application of Scranton Times for mod. of license to change channel from 296 to 295 (per MM docket 89-328).

■ **Walterboro, SC** WONO(FM) 105.3 mhz—Aug. 3 application of TBJ Broadcasting Partnership for mod. of CP (BPH-880601ND - new station) to change freq.: 93.7 mhz; ERP: 6 kw H&V; TL: off Featherbed Road, Colleton County, SC; 2.71 km N (359.9 degrees) of Neyles; 1.84 km SE (162.8 degrees) of Sandy Dam Branch (per MM docket #91-127).

■ **Crossville, TN** WXVL(FM) 99.3 mhz—July 31 application of Crossville Radio Inc. for CP to make changes; change TL: approx. 11 km NNW of Crossville, TN.

■ **Spring City, TN** WAYA(FM) 93.9 mhz—July 31 application of Walter E. Hooper III for CP to make changes: TL: 2 km southeast of Tranquility, TN, change to channel 230C3 (per docket #89-398).

■ **Columbus, TX** KULM-FM 98.3 mhz—July 30 application of Wajama Productions Inc. for mod. of CP (BPH-9008101O) to change antenna supporting-structure height and ant.: 77 m.

■ **Copperas Cove, TX** KOOV(FM) 103.1 mhz—July 31 application of Centroplex Communications Inc. for CP to make changes; change ERP: 6.3 kw (H&V); ant.: 20 m.; TL: rural Copperas Cove, Coryell County, TX, 6.47 km on bearing 227 ft. from Copperas Cove reference coordinates; change to class C3 (per MM docket #90-545).

■ **San Diego, TX** KUKA(FM) 105.9 mhz—July 29 application of Brent Epperson for mod. of CP (BPH-881128MA) to make changes; change ERP: 6 kw H&V; ant. 100 m.; TL: Highway 44, 3.4 mi. west of Alice, TX (see BALH-920624GJ).

■ **Stephenville, TX** KSTV-FM 105.7 mhz--Aug. 3 application of Cen-Tex Media Inc. for CP to make changes: ERP: 90.3 kw (H&V); ant.: 626.9 m.; TL: approx. 5.6 km west of Gibtown, TX, on TX Hwy. 2210, left on private road approx. 1.4 KM; site is approximately .5 km west of road; class C1 to C (per MM docket #92-106).

■ **Mechanicsville, VA** WCDX(FM) 92.7 mhz—July 28 application of Sinclair Communications for CP to make changes: ERP: 4.5 kw (H&V); ant.: 236 m.; TL: 2345 Basie Road, Richmond, Henrico County, VA; freq. changed from 92.7 mhz to 92.1 mhz; class changed from A to B1.

■ **Centralia, WA** KCED(FM) 91.3 mhz—Aug. 4 ap-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,707	944	5,651
Educational FM	1,557	290	1,847
Total Radio	**11,233**	**1,420**	**12,653**
Commercial VHF TV	557	13	570
Commercial UHF TV	583	164	747
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	**1,500**	**191**	**1,691**
VHF LPTV	466	131	597
UHF LPTV	818	841	1,659
Total LPTV	**1,284**	**972**	**2,256**
FM translators	1,901	390	2,291
VHF translators	2,512	80	2,592
UHF translators	2,406	392	2,798

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

Jeff Franklin, creator and executive producer of ABC's rookie comedy *Hangin' with Mr. Cooper*, has unexpectedly left the show only a few weeks before its debut. Neither officials at Lorimar, the studio that produces the show, nor publicists for Franklin would comment on the matter other than to acknowledge his leaving. According to speculation, Danny Kallis, co-executive producer, is expected to take over the helm of the series. It's not known what effect this situation will have on Franklin's overall deal with Lorimar. He signed his three-year deal in March 1991, commanding between $5 million and $7 million.

Chase Communications exited television broadcasting last week with a definitive agreement to sell its four Fox affiliates to Renaissance Communications for cash and stock (see "Changing Hands"). Terms were not disclosed, but most recent estimates peg the selling price at close to $200 million. The stations are WATL(TV) Atlanta; KDVR(TV) Denver; WTIC-TV Hartford, Conn., and WXIN(TV) Indianapolis. Renaissance President Michael Finkelstein stressed that a possible future public offering of the company would not occur before the deal closed. Renaissance will sell its other station in the Hartford market, WTXX(TV) Waterbury, as required by the current FCC one-to-a-market rule.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 23. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	11.9/224/98
2.	Jeopardy	10.2/214/98
3.	Oprah Winfrey Show	9.7/220/99
4.	Star Trek	8.8/243/99
5.	Entertainment Tonight	7.8/180/95
6.	Married... With Children	7.2/176/94
7.	Current Affair	6.9/182/94
8.	Inside Edition	6.7/145/90
9.	Cosby Show	6.5/196/95
10.	Wheel Of Fortune-wknd	6.2/170/79
11.	Donahue	5.7/220/98
12.	WKRP in Cincinnati	5.4/226/95
13.	Sally Jessy Raphael	5.3/211/97
14.	Baywatch	4.9/155/90
14.	Hard Copy	4.9/178/81

Despite President Bush's refusal to appear at the first of the proposed single-moderator debates (on Sept. 22) if they remain in that format, the Commission on Presidential Debates is still going ahead as planned, at least for now. It met last week with network, station, and radio representatives to discuss the logistics of coverage of the debate. Sept. 16 is when the commission is scheduled to start setting up for the debate at Michigan State University, but it will halt preparations if it has not heard from the Bush campaign by then. It is now up to the Clinton and Bush campaigns to negotiate a debate format acceptable to both, said the commission's media director, Bob Neuman. Clinton had approved the original format (three single-moderator debates) and has vowed to show up at Michigan State whether Bush is there or not. The Bush campaign has said it prefers just two debates with a panel of questioners.

***Magnum, P.I.* continues to generate substantial back-end revenue for MCA. Word last week was that the company has agreed to sell a third-cycle syndication package of 156 episodes to MCA/Paramount-owned USA Network for around $150,000 per episode, or $23.4 million.** The four-year deal kicks in in 1994, with two years nonexclusive (the last two-years of the second broadcast syndication cycle) and two years exclusive. It's said to

CNN JUST SAYS NO TO BUSH AD

CNN was approached about airing the five-minute commercial for President Bush that ran on the three broadcast networks last Thursday night, but declined to do so. The network does not accept commercials longer than two minutes, and the FCC does not require cable networks to accept political advertising. The five-minute spots were the Bush campaign's first lowest-unit-rate buys of the election. The networks had to cut back on promotion time and slightly shorten the preceding programing to make room for the ads. The campaign spent $295,000 to run its ad at 10:55 on CBS's *Middle Ages* and $250,000 to run it on NBC's *L.A. Law*, also at 10:55. ABC refused to air the ad at the same time, at the end of *PrimeTime Live*, and instead ran the $200,000 spot at 9:55 after *Homefront*. The network has a policy "not to cut news programing to accommodate commercials," said a spokesman. The Bush campaign has also bought 60-second spots on ABC, NBC and CBS. On ABC: *Monday Night Football*, Saturday college football, *Full House, Home Improvement, Going to Extremes, Room for Two, Covington Cross* and *Crossroads*, and a movie. On NBC: *Secret Service, I Witness Video, Unsolved Mysteries, Cosby, Night Court, Round Table* and the *Miss America Pageant*. And on CBS: three spots on yesterday's U.S. Open men's finals.

In other political advertising news, Clinton has made a regional buy on ABC, for a total of $120,000, airing spots in the East Central region on Sept. 28. And yes, that was Lyndon LaRouche on CBS last Friday night. The perennial presidential candidate bought a half-hour at 10:30 on the network for $240,000. **—SDM**

C1850-14

SEP 21

Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

- ☐ SPREAD TIGHTENS ON CABLE BILL / 4
- ☐ READY, SET...THE NEW FALL SEASON, SORT OF / 28
- ☐ TELEPHONE COMPANIES MULL TV OPPORTUNITIES / 36

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SPECIAL REPORT
JOURNALISM

This Week

CLOSE VOTE? / 4

As high noon approaches on the cable reregulation bill, the once wide margin in the Senate in its favor is rapidly narrowing.

SHIFTING SHIFTS / 11

NBC and its Sacramento affiliate KCRA-TV will not seek a further PTAR waiver extension for the station's prime time shift, opting instead to move *The Tonight Show* back out of prime time to 11 p.m.

STRONG SEASON OPENERS / 28

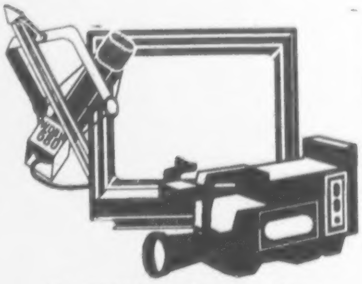
As the new season gets off to an unofficial, staggered start, new entries *Delta* and *Going to Extremes* (ABC), *Hearts Afire* (CBS) and *I Witness Video* (NBC) are off to fast starts.

PPV'S HITS AND MISSES / 34

Two weeks into their *Option Play* college football experiment, Showtime Event Television and ABC have experienced disappointing sales: 7,000-8,000 homes per week instead of the targeted 25,000-50,000. But the Sept. 12 Chavez-Camacho boxing bout pulled in $21 million.

WHAT COST TELCO TV? / 36

Telco entry into television services may hinge more on cost and capability than on regulatory issues, observers say. A big variable is the eventual cost of deploying the system to the curb or to the home.



Broadcasting Special Report looks at revenue, technology and programing issues facing news directors as RTNDA convenes (p. 50).

MARCONI AWARD WINNERS / 40

The "Neighbor Lady" from Yankton, S.D., Wynn Speece, joined Don Imus and Rush Limbaugh in the ranks of the nation's top radio personalities at the Sept. 12 Marconi Awards. KGO(AM) San Francisco won large-market station of the year.

HOT CABLE BATTLE / 46

The NCTA took its anti-cable bill battle to American households in full force, using a blanket campaign of spots to tell viewers the legislation would raise rates. Congressional and consumer groups have responded in kind to what they call "cable's fables."

SPECIAL REPORT: JOURNALISM '92 / 50

News directors gathering this week for the annual RTNDA convention face the continuing demand to fill more programing hours while holding the line—or even cutting back—on costs. The growing reliance on syndicated news services has them worried about blurring the identity of their newscasts.

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FCC GIVES ON HDTV TIMETABLE

Extra time doesn't affect overall 15-year goal for switchover; reviews added but no definite dates provided; Marshall talks multiplex

By Joe Flint

The FCC backed off some from its original timetable for implementing high-definition television (HDTV) last week, but probably not enough to please the bulk of the broadcasting industry.

Specifically, the commission voted 5-0 to give broadcasters six years—up from five—to broadcast in HDTV once the agency greenlights a standard and makes the channels available. The 15-year time period for total HDTV conversion remains.

"I had expressed concern that we were force-feeding this item, and I'm glad we're putting it on a slower track," said Commissioner James Quello.

Perhaps as significant as the extra year in making the timetable more flexible is the addition of several status reviews that leave the schedule open to change. However, with the exception of a review after a standard is selected or when an allotment table is adopted (whichever comes last), only proposals for reviews at the conversion and simulcasting deadlines have been put forth; that there are no definite dates has concerned the industry. Reviews will be conducted by notice and comment proceedings.

"Broadcasters are extremely disappointed that the FCC has adhered to its rigid and unrealistic timeframe for applications and construction of HDTV facilities and for simulcasting," said Eddie Fritts, president and chief executive officer, National Association of Broadcasters.

Commission members expressed similar concerns. Said Sherrie Marshall: "I just hope that we have not stacked the race against broadcasters by turning them into the advanced

Broadcasting's Ratings Week ◆ Sep 6-13

	ABC	CBS	NBC	FOX
MONDAY	15.1/26	12.3/20	11.0/18	NO PROGRAMING
8:00	83. The Young Indiana Jones Chronicles 5.6/10	25. Evening Shade 11.3/20	30. Fresh Prince 10.9/19	
8:30		17. Major Dad 12.2/20	30. Blossom 10.9/18	
9:00	1. NFL Monday Night Football—Washington Redskins at Dallas Cowboys 19.3/34	9. Murphy Brown 13.4/21	27. NBC Monday Night Movies—In the Best Interests of the Children 11.1/18	
9:30		20. Designing Wmn 11.9/19		
10:00		16. Northern Exposure 12.4/21		
10:30				
TUESDAY	15.0/26	6.6/11	8.1/14	NO PROGRAMING
8:00	11. Full House 13.3/24	79. Education First 6.0/10	73. Quantum Leap 6.7/12	
8:30	7. Family Matters 14.1/24			
9:00	2. Roseanne 18.6/30		50. Reasonable Doubts 8.4/14	
9:30	3. Coach 17.0/28			
10:00	8. Going to Extremes 13.6/24	57. Rescue: 911 7.9/14	42. Dateline NBC 9.3/17	
10:30				
WEDNESDAY	9.9/16	8.0/13	10.5/18	9.7/16
8:00	78. America's Unsolved Lifestyles 6.1/10	91. Freshman Dorm 4.3/7	9. Unsolved Mysteries 13.4/23	24. Beverly Hills 90210 11.4/19
8:30				
9:00	18. Home Improvmt 12.0/19	38. 2000 Malibu Road 9.8/16	37. Seinfeld 10.1/16	57. Melrose Place 7.9/13
9:30	27. Roseanne 11.1/18		34. Seinfeld 10.2/16	
10:00	18. Barbara Walters Special 12.0/21		57. Law and Order 7.9/14	
10:30				
THURSDAY	8.2/15	10.4/18	9.7/17	7.6/14
8:00	66. Who's the Boss? 7.3/14	27. Top Cops 11.1/20	45. A Different World 9.0/16	34. Simpsons 10.2/19
8:30	81. Room For Two 5.8/10			46. Martin 8.9/16
9:00	88. Homefront 4.9/8	13. Street Stories 13.0/22	13. Cheers 13.0/22	83. The Heights 5.6/10
9:30			22. Wings 11.5/20	
10:00	12. Primetime Live 13.1/25	67. Middle Ages 7.2/13	57. L.A. Law 7.9/15	
10:30				
FRIDAY	9.7/19	6.1/12	7.4/15	6.0/12
8:00	42. Family Matters 9.3/19	69. Little Mermaid 7.0/15	53. Matlock 8.3/17	75. America's Most Wanted 6.4/13
8:30	57. Sat Mor Preview 7.9/16	86. Major Dad 5.5/11		
9:00	50. Dinosaurs 8.4/16	71. Rescue: 911 6.8/13		76. Sightings 6.2/12
9:30	64. Perfect Strangers 7.5/15			89. Likely Suspects* 4.8/9
10:00	15. 20/20 12.5/25	65. Top Cops 7.4/14	83. I'll Fly Away 5.6/11	
10:30		95. Larouche in '92 3.3/7		
SATURDAY	8.5/17	3.5/7	9.8/20	6.6/13
8:00	50. ABC Saturday Night Movie—Ghostbusters 8.4/17	95. U.S. Open Tennis 3.3/7	32. Golden Girls 10.7/22	70. Cops 6.9/14
8:30				56. Cops 2 8.0/16
9:00			22. Empty Nest 11.5/22	76. Code 3 6.2/12
9:30		94. Brooklyn Bridge 3.7/7	33. Nurses 10.4/20	87. Trial & Error 5.3/10
10:00	48. The Commish 8.7/18		63. Sisters 7.6/16	
10:30		91. Top Cops 4.8/10		
SUNDAY	11.7/20	10.6/18	8.5/15	8.4/14
7:00	71. Life Goes On 6.8/13	4. 60 Minutes 15.3/28	53. Secret Service 8.3/16	93. Bill & Ted 4.1/8
7:30				91. Parker Lewis 4.3/8
8:00	38. Am Fun Home Vid 9.8/17	26. Frannie's Turn 11.2/18	41. I Witness Video 9.4/16	46. In Living Color 8.9/15
8:30	38. Am Fun People 9.8/16	34. Brooklyn Bridge 10.2/16		44. Roc 9.1/15
9:00	5. ABC Sunday Night Movie—A Murderous Affair 15.0/25	49. CBS Sunday Movie—Grave Secrets 8.5/15	57. NBC Sunday Night Movie—Deadly Medicine 7.9/13	6. Married w/Chldn 14.9/23
9:30				21. Herman's Head 11.8/19
10:00				53. Flying Blind 8.3/14
10:30				79. Down the Shore 6.0/11
WEEK'S AVGS	11.2/20	8.3/15	9.3/16	7.8/14
SSN. TO DATE	10.9/19	12.1/21	11.5/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

NEW RADIO RULES HOPED TO BOOST SALES

Brokers are optimistic that ownership changes will provide short-term boost, but banks and economy are key to longer-term improvement

By John Gallagher

It was decidedly a more upbeat NAB radio convention last week than has been seen over the past two years as far as media brokers were concerned. Their morale was boosted by the predicted short-term effects of duopoly rule changes that officially went into effect last Thursday, when they were to have appeared in the *Federal Register*.

But although brokers are expecting a flurry of activity in the next three to four months, they don't see the pace continuing much longer than that, due to a continuing lack of bank financing and a still sluggish economy.

"Even if the Fed cut interest rates to zero," said broker Lee Hague, "the banks are in such a troubled state, they're just not interested." The number of banks that are still in broadcast lending has basically dwindled to just the few that were active before radio and television stations became a popular trading commodity during the 1980's, including Society National Bank in Cleveland. Consolidation of the industry, however, could change that.

The new duopoly rules, which will increase radio ownership caps to 18 AM's and 18 FM's, up from 12 and 12, and which will allow ownership of up to four stations within a market, have been anticipated for the past six months; consequently, some brokers already have duopoly deals that are all but signed and ready to be filed at the FCC. The rules will have the biggest impact in medium-sized markets.

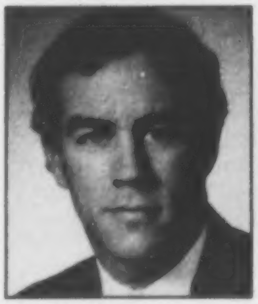
"We'll see a lot of doubling up, especially in markets like Orlando, Houston and Dallas," said Media Venture Partner's Randy Jeffery, explaining that there is not enough advertising revenue in those markets to support the glut of stations.

The larger markets may be harder to predict. Except for group owners with substantial equity such as Infinity

Lee Hague

Randy Jeffery

Ted Hepburn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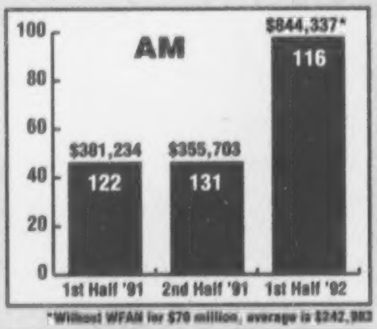
FCC-APPROVED STATION SALES

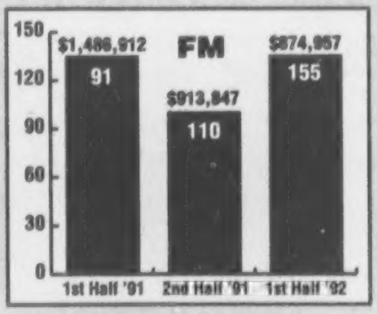
The charts represent the total dollar volume (in millions of dollars) of standalone AM stations, standalone FM stations, co-located AM-FM combinations, standalone television stations and grouped stations (AM-TV, FM-TV, etc.) traded over the past 18 months, according to sales data collected by BROADCASTING.

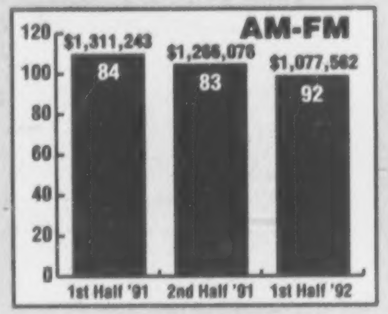
$1,000,000 — Average Transaction Amount

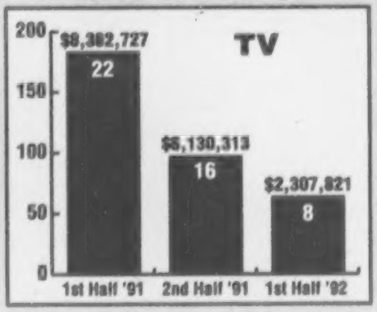
122 — Number of Transactions

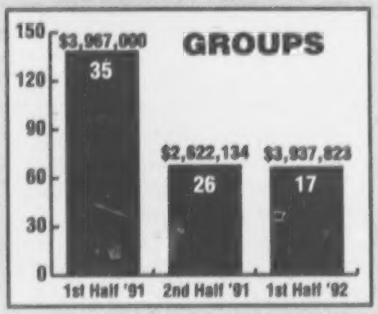


*Without WFAN for $70 million, average is $242,983









Broadcasting, which recently purchased second FM's in Chicago and Atlanta, there may not be as much incentive to double up in the top markets because of the amount of advertising revenue available, Jeffery said.

For brokers, duopoly transactions could present a challenge to traditional broker services, since the buyers and sellers will be obvious. "A lot of people consider a broker's function to be that of a finder," said broker Ted Hepburn. "I believe this could be a wonderful opportunity for a broker who has talents that are above and beyond that of a finder. Deals within a market could be more difficult because [you are dealing with] competitors, and you're going to get more personalities involved than you might normally get."

If consolidation is what it will take to bring lenders back into the station trading environment and stabilize station values, then it is much needed, judging by station trades recently approved by the FCC. Both dollar volume and average station prices during the past 18 months have shown generally steady declines (see charts).

With stations selling for roughly five times trailing cash flow, down from a 9-to-10-times multiple five years ago, the deals with the best chance of closing remain those "with a lot of cash," said Dick Blackburn of Blackburn & Co.

But barring deals that can bring 30% equity to the table, both Blackburn and Mitt Younts of Media Services Group see station swaps becoming more prevalent, although they won't be particularly easy. "Station swapping goes beyond the estimated value of a radio station. There are other considerations, like location," said Younts. "No one wants to trade down. There has to be something beyond tax advantages to make the deal work."

Americom broker Tom Gammon is confident that banks will come back, but in the meantime, he says, station owners struggling financially with highly leveraged stations acquired a few years back must first stabilize cash flow by putting together intelligent station combinations—through LMA's or a second FM in a market—that take into account viable formats, so that the station can thrive in a particular market and will fit an owner's long-term corporate strategy.

Indeed, as station owners re-evaluate the health of their companies and take the necessary corrective steps (aided by opportunities presented by regulatory changes), brokers feel the industry will continue to gain strength and are advising clients accordingly. "Now more than ever," said Blackburn, "we're asking clients to be objective and not think of their company as individual stations, but to look at the big picture." ■

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Changing ☐ Hands

This week's tabulation of station and system sales ($250,000 and above)

KEYV(FM) Las Vegas ☐ Sold by Unicom Broadcasting of Nevada Inc. to Broadcast Associates Inc. for $2.25 million. **Seller**, headed by Andrew Molasky, is also licensee of KEYW(FM) Pasco, Wash., and recently sold KEYF-AM-FM Spokane, Wash. **Buyer** is headed by Steve Gold, and also owns KFMS-AM-FM Las Vegas. The parties plan to enter into an LMA. KEYV has new age format on 93.1 mhz with 24.5 w and antenna 3,724 feet above average terrain. *Broker: Kalil & Co.*

KQMS(AM)-KSHA(FM) Redding, Calif. ☐ Sold by Citadel Communications Corp. to Park Lane Redding Radio Inc. for $1.36 million cash. **Seller** is headed by Larry Wilson, and is also licensee of KGA(AM)-KDRK-FM Spokane, Wash.; KBEE(AM)-KATM-FM Modesto, Calif.; KROW(AM)-KBUL(FM) Reno; KHEZ(FM) Boise, Idaho; KCNR(AM)-KLZX-FM Salt Lake City; KKFM(FM) Colorado Springs; KCTR-AM-FM Billings and KBOZ-AM-FM Bozeman, both Montana. Buyer is headed by Jim Levy, and is licensee of KVOY(AM)-KTPI(FM) Lancaster Palmdale and KPPL(FM) Chico, both California. KQMS is fulltimer with news, talk format on 1400 khz with 1 kw. KSHA has AC format on 104.3 mhz with 100 kw and antenna 1,560 feet above average terrain. *Broker: Communications Equity Associates*

WCCF(AM)-WQLM-FM Punta Gorda, Fla. ☐ Sold by WQLM-FM Inc. to InterMart Broadcasting for $800,000. **Seller** is headed by Carl J. Marcocci, who also owns WGUL-AM-FM New Port Richey, Fla., and WSGA(AM)-WZAT(FM) Savannah, Ga. **Buyer** is headed by James E. Martin, who also has interests in WGCO(FM) Savannah, Ga. WCCF has news, talk format on 1580 khz with 1 kw day and 122 w night. WQLM-FM has lite AC format on 92.9 mhz with 50 kw and antenna 492 feet. *Brokers: Blackburn & Co. and Jorgenson Broadcast Brokerage Inc.*

WGGO(AM)-WQRT(FM) Salamanca, N.Y. ☐ Sold by Altair Communications Inc. to Michael Washington Jr. and Mary E. Washington for $550,000. Approved sale of station last year for $709,000 did not close ("Changing Hands," Nov. 11, 1991). **Seller** is headed by Gary L. Livingston, and has no other broadcast interests. **Buyers** have no other broadcast interests. WGGO has AC, oldies format on 1590 khz wth 5 kw day. WQRT has country format on 98.3 mhz with 1.6 kw and antenna 430 feet above average terrain.

WNTX(FM) Nantucket, Mass. ☐ Sold by Quality Broadcasting Inc., debtor-in-possession, to Radio Nantucket Inc. for $500,000. **Seller** has no other broadcast interests **Buyer** is headed by Albert Makkay Sr., and is license of WPXC(FM) Hyannis, Mass. WNTX has oldies format on 96.3 mhz with 50 kw and antenna. 405 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's ☐ $0 ☐ 0
FM's ☐ $3,623,290 ☐ 7
AM-FM's ☐ $1,910,000 ☐ 2
TV's ☐ $0 ☐ 0
Total ☐ $5,533,290 ☐ 9

1992 to Date:
AM's ☐ $155,701,970 ☐ 162
FM's ☐ $296,496,127 ☐ 184
AM-FM's ☐ $225,879,846 ☐ 117
TV's ☐ $1,382,437,087 ☐ 47
Total ☐ $2,060,515,030 ☐ 510

For 1991 total see Jan. 27, 1992 BROADCASTING.

PRISM RADIO PARTNERS, L.P.
(Bill Phalen, President)
has acquired
WOKV-AM/WKQL-FM
Jacksonville, Florida
from
E Z COMMUNICATIONS, INC.
(Alan Box, President)
$3,750,000.00
The undersigned acted as broker in this transaction and assisted in the negotiations
Kalil & Co., Inc.
3444 North Country Club • Tucson, Arizona 85716 • (602)795-1050

NEW CABLE NEWS CHANNELS ON BACK BURNER

Two launches likely in '93; recession dampens prospects for moves in other cities

By Rich Brown

While there might be potential for regional cable news channels in a number of major cities beyond the half-dozen or so already in operation, it doesn't look like there will be expansion into additional markets anytime soon. Many in the industry say they hope to learn from those already up and running and then look to expand the concept elsewhere.

There are now five channels in operation—Cablevision Systems Corp.-NBC's News 12 Long Island (New York); Freedom Newspapers' Orange County Newschannel (California); Allbritton Communications' NewsChannel 8 (Washington); the Hearst Corp./Continental Cablevision's New England Cable News Channel; Time Warner's New York 1 (New York City), and at least two more planning to launch in the next year.

> *"There's more of a wait-and-see attitude than there has been in the past. These things always look great on paper, but I don't know anyone who is making money on them out there."*
>
> **Nicholas Trigony, Cox Broadcasting**

Next up is Tribune Co.'s ChicagoLand Television News, which the company plans to launch with at least 600,000 subscribers on Jan. 1, 1993. Following that, if all goes according to plan, Cox Enterprises continues to move forward on California News Channel, a statewide channel that the company is looking to launch some time in 1993.

Interest in developing additional news channels elsewhere in the country has hit various highs and lows in recent years. Cablevision and NBC have at times talked of plans to expand its News 12 Long Island concept to New Jersey and elsewhere, although it appears now that any such plans have been placed on the back burner. Executives at both Lenfest Group and Comcast Corporation have talked about developing some type of news service in Philadelphia, although no timetables have yet been revealed. Cox executives have talked in the past about developing a news channel in Atlanta, although such talk has not resurfaced.

"There's more of a wait-and-see attitude than there has been in the past," said Cox Broadcasting President Nicholas Trigony. "These things always look great on paper, but I don't know anyone who is making money on them out there."

Among those who remain particularly bullish on the regional cable news format is Hearst executive Philip Balboni, who helped the company launch its New England Cable News Channel last March. Balboni said areas around the country that do not currently have operations but show strong potential for news channels include Florida, Ohio and Texas. Nevertheless, he added, it is still a "speculative" business with no guarantee for success.

"When the reregulation dust settles and they start taking a broader view, they're going to realize that it will be a significant boost to their advertising," said Tom Wolzien, an analyst with Sanford Bernstein and a former NBC executive involved with the company's cable news initiatives.

Wolzien said that Cablevision has been able to build a formidable local sales force in part because News 12 Long Island inventory helped them find their way through the doors of advertisers. He added that the cable

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12
14
24HR
1
10
NEWS
3
8

News 12 Long Island
Long Island, N.Y.
655,000 Subs.
Launched Dec. 15,1986
Cablevision Systems Corp./ NBC

Orange County NewsChannel
Orange County, Calif.
510,000 Subs.
Launched Sept 17, 1990
Freedom Newspapers Inc.

ChicagoLand
Chicago and Suburbs
600,000 Subs.
Launched Jan.1, 1993
Tribune Co.

New York 1
New York City
850,000 Subs.
Launched Sept. 8, 1992
Time Warner

NewsChannel 8
Wash. D.C. and Sub. Md., North. Va.
671,000 Subs.
Launched Oct 7, 1991
Allbritton Communications

New England Cable News Channel
Boston; most of Mass.;
Parts of Conn.; N.H., Maine
800,000 Subs.
Launched March 2, 1992
The Hearst Corp. and Continental Cablevision

business might need to look at news operations as loss leaders in much the same way that local broadcasters learned to do years ago.

Alan Bell, broadcast division president for Freedom Newspapers, said it is possible to see some variation on a cable news channel in every market in the country with at least 200,000 homes. But he was quick to add that the continuing recession is likely to dampen any launch plans at present. "You have an economic hurdle to jump over and it's not small," said Bell.

"Long term, I think it's a good business," added News Channel 8 President John Hillis. "Right now," he said, "The revenue that you can draw from advertising ain't exactly busting out all over." ■

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■ **San Antonio, TX** KVAR(AM) 1160 mhz—Aug. 5 application of Hispanic Radio Broadcasters for CP to reduce day power to 5 kw and make changes in antenna system.

■ **Alexandria, VA** WCPT(AM) 730 khz—Aug. 5 application of Group W Radio Inc. for MP (BP-900405CM) to increase night power to 950 watts and make changes in antenna system.

FM's

■ **Green Acres, CA** KRAB(FM) 106.3 mhz--Aug. 20 application of Double D Broadcasting Company for CP to make changes; change ERP: 25 kw (H&V); ant.: 100 m.; TL: 3.7 km north of Bena Rd. and 16 km east of Bakersfield, Kern County, CA; change freqency from 106.3 to 106.1; change to class B1.

■ **Sacramento, CA** KXHV(FM) 89.7 mhz—Aug. 11 application of Sacramento City Unified School Dist. for mod. of CP (BPED-860226MC) to make changes; ant.: 26 m. (V only); and TL: Reliable Crane & Rigging Co., 5853 Flori-Perkins Road, Sacramento.

■ **Shingle Springs, CA** KFIA-FM 101.9 mhz—July 30 application of Olympic Broadcasters Inc. for CP to make changes: ERP: 44 kw (H&V); ant.: 159 m.; (H&V); TL: approximately 5 km WSW of Greenwood, CA; change class from B1 to B (per MM docket #92-20).

■ **Sonora, CA** KZSQ-FM 92.7 mhz—Aug. 7 application of Clarke Broadcasting Corp. for CP to make changes; ERP: .38 kw H&V. ant. 393 m.; TL: top of Bald Mountain, 3.1 km at 37 degrees from Sonora.

■ **Pueblo, CO** KZKG(FM) 104.5 mhz—Aug. 10 application of Pueblo Broadcasters Inc. for mod. of CP (BPH-880825NX) to change ERP: 50 kw (H&V); ant.: 105 m.; TL: 4.8 mi. north of Pueblo, 1 mi. west of U.S. Highway 25 near Pueblo; class changed from C1 to C2 (per MM docket #84-231).

■ **Naples, FL** WSRX(FM) 89.5 mhz—Aug. 19 application of Youth Foundation of America Inc. for CP to make changes; ERP: 20 kw H&V, antenna supporting structure height, and to change class: C3.

■ **Greenville, GA** 95.7 mhz—Aug. 11 application of New Orchon Broadcasting Co. for mod. of CP (BPH-901221MI) to make changes; change TL: approximately 1.5 km SE of Mountville, GA.

■ **Sylvester, GA** New FM 102. 1 mhz—Aug. 10 application of Thomas W. Lawhorne for mod. of CP (BPH-880505OA) to make changes, ERP: 6 kw H&V, ant.: 84 m., and to change TL: northeast corner of Kelly and Livingston Sts., Sylvester.

■ **Wrightsville, GA** WDBN(FM) 107.5 mhz—Aug. 7 application of Johnson County Broadcasters Inc. for CP to make changes; change ERP: 6 kw (H&V); ant.: 100 m.; TL: 1.4 mi. (2.25 km) south of Lovett, GA, at intersection of Lovett-Brewton Road and Bumba Rd.

■ **Kealakekua, HI** KAOY(FM) 101.5 mhz—Aug. 21 application of Visionary Related Entertainment Inc. for mod. of CP (BPH-911107IK) to make changes; ERP: 7.079 kw H&V, ant.: 838 m.; TL: .75 km WSW of Kaupulehu Crater, island of Hawaii, class: upgrade from C3 (per docket #89-490).

■ **Caldwell, ID** KTSY(FM) 89.5 mhz—Aug. 10 application of Gem State Adventist Academy for CP to make changes; change ant.: 791 m.; change to class C1.

■ **Anna, IL** WRAJ-FM 96.5 mhz—Aug. 17 application of Union Broadcasting Inc. for mod. of CP (BPH-890531IB) to make changes to ant. 275 m.

■ **Anderson, IN** WQME(FM) 98.7 mhz—Aug. 20 application of Anderson University Inc. for CP to make changes; change ERP: 6 kw (H&V).

■ **Bastrop, LA** KTRY-FM 94.3 mhz—Aug. 12 application of Jamie Patrick Broadcasting Ltd. for CP to make changes; ERP: 50 kw (H only); freq: 93.9 mhz class: C2 (per docket #87-242).

■ **York Center, ME** WCQL-FM 95.3 mhz—Aug. 24 application of Sunshine Group Broadcasting for CP to make changes; change ERP: 1.42 kw (H&V); ant.: 208 m.; TL: Mount Agamenticus; York Town, York County, ME; change to directional antenna.

■ **Medford, MA** WMFO(FM) 91.5 mhz—Aug. 6 application of Tufts University for CP to modify directional antenna.

■ **Eden Prairie, MN** KOUO(FM) 105.7 mhz—Aug. 19 application of Southwest Suburban Broadcasting Inc. for mod. of CP (BPH-871203MH) to make changes; change: ERP: 6 kw (H&V); ant.: 73 m.; TL: Marriott Hotel Bldg., Bren Rd., .3 km W. of Washington Ave., 2 km N. of Eden Prairie.

■ **Duluth, MN** KVNW(FM) 101.7 mhz—Aug. 7 application of AABG Inc. for mod. of CP (BPH-890425MA) to make changes: ERP: 1.6 kw (H&V); ant.: 136 m.; TL: 10 Observation Road, Duluth.

■ **Branson, MO** KLFC(FM) 88.1 mhz—Aug. 14 application of Vision Ministries Inc. for CP to make changes; change ant.: 80 m.; TL: 6.3 mi. (10.14 km) south of Branson, approx. .7 mi. (1.1 km) east of U.S. 65, Taney County, MO.

■ **Cape Girardeau, MO** KRCU(FM) 90.9 mhz—Aug. 13 application of Southeast Missouri State Univ. for CP to make changes; change ERP: 6 kw (V); ant.: 79 m.; TL: 900 Normal, Cape Girardeau.

■ **Huntsville, MO** KTDI(FM) 92.5 mhz—Aug. 13 application of Contemporary Broadcasting Inc. for CP to make changes; change ERP: 50 kw (H&V); ant.: 150 m.; TL: 39 34 26 - 92 21 15; change freq. from 92.5 to 103.5 change to class C2 (per MM docket #89-558).

■ **Maryville, MO** KNIM-FM 97.1 mhz—Aug. 17 application of Nodaway Broadcasting Corp. for CP to make changes: ERP: 25 kw (H&V); ant.: 100 m.; TL: south of Maryville, adjacent to Highway 72 bypass; class changed to C3.

■ **Nixa, MO** KGBX-FM 106.3 mhz—Aug. 14 application of Sunburst II Inc. for mod. of license (BPH-911219ID) to make changes; change ERP: 38 kw H&V; ant. 170 m.; TL: 600 m. south of Farm Road C, 4 km NW of Stafford in Greene County, MO.

■ **Sparta, MO** KLTQ(FM) 96.5 mhz—Aug. 13 application of James L. Gardner for mod. of CP (BPH-910422ID) to make changes to TL: 2.9 km from Highlandville, MO, bearing from antenna site to Highlandville is 165 degrees.

■ **Pahrump, NV** KUDA(FM) 107.5 mhz—July 28 application of Americom Las Vegas Ltd. for CP to install new main antenna-transmitter facility.

■ **Armijo, NM** KUCU(FM) 107.1 mhz—Aug. 17 application of KCST Inc. for CP to make changes; change ERP: 60 kw (H&V); ant.: 721 m.; TL: on Capilla Peak, Torrance County, approximately 50 km SE of Albuquerque, NM; change to class C (per docket #91-233).

■ **Wurtsboro, NY** WZAD(FM) 97.3 mhz—Aug. 21 application of Jerome Gillman Inc. for CP to make changes; correct coordinates to 41 36 4 - 74 33 17.

■ **Oakes, ND** KDDR-FM 92.5 mhz—Aug. 14 application of Cerm Broadcasting Corp. for mod. of CP (BPH-900315ID) to make changes; change: ERP: 25 kw (H&V); ant.: 100 m.; TL: 2.4 km east of Comstock, MN, along county Rd. 2; change main studio location to Kindred, ND; change freq. to 92.7 and change class to C3 (per MM docket #90-405).

■ **Klamath Falls, OR** KAGO-FM 99.5 mhz—Aug. 11 application of Key Broadcasting Inc. for mod. of CP (BPH-870302IC) to make changes, ERP: 60 kw H&V, class: C1.

■ **Hazleton, PA** WWSH(FM) 97.9 mhz—Aug. 10 application of Luzerne Broadcasting Company for

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,707	944	5,651
Educational FM	1,557	290	1,847
Total Radio	**11,233**	**1,420**	**12,653**
Commercial VHF TV	557	13	570
Commercial UHF TV	583	164	747
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	**1,500**	**191**	**1,691**
VHF LPTV	466	131	597
UHF LPTV	818	841	1,659
Total LPTV	**1,284**	**972**	**2,256**
FM translators	1,901	390	2,291
VHF translators	2,512	80	2,592
UHF translators	2,406	392	2,798

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.

[1] Construction permit.

Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting

In Brief

AFFILIATES GETTING 16½ ADDITIONAL MINUTES IN 'CBS THIS MORNING'

CBS announced it would give affiliates eight additional minutes in each hour of *CBS This Morning* as well as a 30-second "opening" to the broadcast. The additional time, two three-minute and two five-minute cutaways, could be used for commercials as well as local news, although Tony Malara, CBS TV Network president of affiliate relations, said anyone using the time just for commercials would risk a "conversation" with the network.

Malara said the new format would begin Oct. 26, adding that some stations, including some CBS O&O's, might not yet be equipped to take advantage of the new time. Affiliates already have two four-minute cutaways in the two-hour show. Currently, about 100 affiliates program newscasts before the show and would, Malara added, have staff on hand to fill the time with local news.

Recently affiliates in Atlanta and Detroit dropped the morning show in favor of their own locally produced shows. Malara said last week that CBS has just signed WGPR-TV Detroit to pick up *CBS This Morning*; it already found a home for the show in Atlanta on WTLK-TV. Both stations are UHF independents.

Asked what would be changed in the network portion to accommodate the local inserts, Malara responded: "Certainly we plan to keep all the features. I suppose you could say the editing might be different, the writing tighter with a little difference pace. Nothing is being dropped." **—GF**

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 6. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	11.2/223/97
2.	Jeopardy!	9.6/215/97
3.	Star Trek	8.6/242/98
4.	Oprah Winfrey Show	8.5/221/78
5.	Entertainment Tonight	7.7/181/97
6.	Married... With Children	7.3/179/94
7.	Current Affair	6.6/152/94
8.	Inside Edition	6.4/145/90
9.	Cosby Show	6.3/201/97
10.	Nat'l Geographic Assign	5.8/177/96
11.	Donahue	5.4/224/98
12.	Wheel Of Fortune-wknd	5.3/176/75
13.	Sally Jessy Raphael	5.3/211/96
14.	WKRP in Cincinnati	5.1/235/96
15.	Worldvision I	4.7/144/93

Duchossois Communications Co. sold KQPT(FM) Sacramento, Calif., to Brown Broadcasting Co. for $7 million cash. Duchossois also owns KJYK(AM)-KKLD(FM) Tucson, Ariz.; WHFS(FM) Washington and KGLL(FM) Greeley, Colo. Station will join KXOA-AM-FM as Brown's second FM in Sacramento; it also owns KKNW(FM) Seattle, and KPOP(AM)-KGB-FM San Diego, KKSF(FM) San Francisco and KYNO(AM)-KJFX(FM) Fresno, all California. Broker: Blackburn & Co.

WXBM-FM Milton, Fla. (Pensacola), was sold by WXBM Inc. to June Broadcasting Inc. for an estimated $4.5 million. Seller is headed by WXBM-FM station manager Lou Ma-

TRACKING SYNDICATION'S NEWCOMERS

For its third week in first-run syndication, Carsey-Werner Distribution's *You Bet Your Life* continued on a slight pattern of erosion in the Nielsen metered markets, going from a debut-week 6.9 rating/14 share (NSI, Aug. 31-Sept. 4) to a second-week 5.9/12 to a 5.6/12 for the four days ending Sept. 17. The decline represents a 19% ratings erosion since its debut; however, *You Bet*'s 6/13 three-week average (NSI, Aug. 31-Sept. 17) is still just slightly ahead of its lead-in programing (5.2/11) and May 1992 time period averages (6.0/12).

One of the more surprising stories is that the Fox Children's Network's revamped two-hour weekday block outscored Buena Vista Television's syndicated two-hour *Disney Afternoon* block for the first four days of last week, a first since FCN's conception two years ago. The new *Batman* animated series anchored the FCN block with a top-rated 4.5/11 four-day average last week (Sept. 14-17), followed by *Tiny Toon Adventures*' 3.9/11, *Tom & Jerry Kids*' 3.0/9 and *Merrie Melodies*' 2.6/9. Topping the *DA* block was newest spoke *Goof Troop*, with a 3.7/10 average.

Other highlights from syndicated MarkeTrak reports:

■ *Star Search* triggered in 13 metered markets last week with a 3.5/7 average, a somewhat disappointing start given the fact that it is dropping 4 share points from its lead-in programing and is 3 share points behind October 1991 levels. ■ Genesis Entertainment's late fringe *Whoopi Goldberg* talk show started out fairly strong with a 3.6/10 debut average (Sept. 14), but continued to trail off each of the three subsequent days (2.9/8, 2.7/8 and 2.3/7). *Whoopi*'s 2.9/8 four-day average, however, is holding even with its lead-in programing (3.6/8), but is down down 5 share points from October 1991. ■ Warner Bros. Domestic Television Distribution's *Murphy Brown* triggered in off-network syndication with a 5.7/11 average, holding even with its lead-ins (5.5/11) and bettering the May 1992 (9 share) and October 1991 (10 share) time period levels. **—MF**

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With Fox, regional cable operators have expanded our reach, advertisers have benefited from our success, and "The Wonder Years" and "Roseanne" have found the perfect home. Fox's long term commitment to WFXT provides the strong foundation on which we are building our future.

FOX FOX25 WFXT TV BOSTON

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SPECIAL REPORT
STATIONS HELP PICK UP THE PIECES AFTER ANDREW

This Week

GIRDING FOR VETO FIGHT / 3

The White House may face a daunting task in persuading enough senators to sustain a cable bill veto, but no one is discounting its chances.

EMBARRASSMENT OF RICHES / 15

Success in Los Angeles could mean national distribution as early as January for *Busted,* Twentieth Television's game show featuring teams of teenagers who try to embarrass each other for money.

STORM-TOSSED RATINGS / 23

Some South Florida broadcasters are urging Arbitron to forgo the summer ratings book, arguing that it is bound to be skewed by the disaster. The ratings service will meet with Florida broadcasters this week.

MORE SPORTS / 26

Affiliated Regional Communications, parent of the 24-hour-sports Prime Network, will launch Prime Plus on January 1, offering around-the-clock sports news and information to a national audience.

BAD NEWS FOR BIG THREE / 28

A former senior executive for NBC predicts the big-three networks will be unprofitable by 1995 or '96, and their financial status will prompt mergers with "multichannel" companies like Turner Broadcasting or a restructuring as a co-op jointly owned by affiliates.

AT ODDS OVER PAIRINGS / 32

Broadcasters want the FCC to use their newly developed computerized system for pairing HDTV channel assignments with existing NTSC assignments, but the commission continues to doubt such pairings can be achieved.

POISED FOR FIELD TESTS / 38

Thanks to the avid support of manufacturers, HDTV field tests will begin next Feb. 24—the day a lab test winner is announced—say PBS, Cable Labs, and the Association for Maximum Service Television.

SPECIAL REPORT: PROJECT ANDREW / 40

Radio and TV stations across the country mobilized to collect and transport literally millions of pounds of food to victims of Hurricane Andrew. BROADCASTING surveys the relief efforts of the Fifth Estate.

Should Arbitron skip its summer book in storm-tossed Miami market? (p. 23); BROADCASTING surveys Fifth Estate's relief efforts (p. 40).

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FOX EYES RETRANS PIE

Wants input on decision of must carry or money

By Joe Flint

Retransmission consent/must carry is not yet the law of the land, but that's not stopping one network from changing affiliate contracts and discussing informally with affiliates how any money will be divided among broadcasters, networks and program rightsholders.

Fox Inc. has added language to its network-affiliate contracts that gives Fox "input" into whether a station decides on choosing must carry or retransmission consent when negotiating with local cable systems. "In the event that this happens, we believe it (revenue) [in the event a station negotiates for retransmission consent] should be shared," Fox Network president Jamie Kellner told BROADCASTING.

If a station makes a decision that Fox opposes, the network can terminate its affiliation in 30 days, according to sources familar with the agreements.

How any revenue will be shared remains to be seen. Fox, according to more than one source, has put forth some ideas about a plan that would aportion retransmission consent money evenly among the network, the affiliate and the copyright holders. Kellner says, however, that talks have not reached that level of detail.

The clause may turn out to divide Fox affiliates. Said one about Fox's stance: "It has to be that way. As an affiliate I have to make sure I do what is necessary to keep the distribution system intact. We don't own these programs." As for any split, the affiliate said: "If Fox is able to get significant money from cable carriage and reinvest it in significant programing, I win."

Other affiliates countered that any revenue from retransmission consent should go solely to the broadcaster.

As for ABC, NBC and CBS, affiliate board members for all three told BROADCASTING that no such talks have started on the subject and that they don't expect them. ■

MALONE SAYS NO TO RETRANS CONSENT

TCI president won't pay broadcasters; urges cable cooperation to attract advertising

By Rich Brown

As legislation calling for cable reregulation made gains in Washington last week (see page 3), Tele-Communications Inc. President John Malone gave the impression to members of the financial community that the nation's top multisystem operator has no intention of paying broadcasters for programing, and called upon the beleaguered cable industry to join together in a new era of cooperation.

Speaking last Wednesday at a Paul Kagan Associates seminar in New York, Malone acknowledged that there was a better-than-50% chance that the cable legislation would become law. But he questioned reregulation's ultimate impact.

Must carry, he said, has already been proven unconstitutional and would likely face new court challenges. As for retransmission consent, he said, TCI is prepared to provide customers with alternatives to cable delivery of broadcast stations in the event that a broadcaster decides to act like an "asshole." Malone said TCI is poised to help customers get whatever channel they want through the use of a Radio Shack A-B switch.

At least one Fox Broadcasting affiliate owner who spoke with BROADCASTING last week responded quickly to Malone's comments, pointing to TCI's ownership role in WTBS(TV) Atlanta owner Turner Broadcasting.

"The translation is that he won't pay broadcasters who are not his partners," said the station owner.

Along with his specific comments on reregulation, Malone also focused on greater cooperation within the cable industry. He said he envisions more coordination within the cable industry in developing advertising and giving agencies a simpler way of approaching the cable business. He also called for a more customer-friendly, centralized 800-number that would link cable systems.

In other developments, Malone said TCI has not yet fully determined the company's interest in providing local telephone service. The technology is ready to go, he said, but at least one thing holding the company up is an uncertain regulatory climate. As for direct broadcast satellites, he said the technology is seen both as competition and as an extension of the business, since the technology can accomodate the country's more than 8 million unwired homes. ■

RATINGS SCORECARD FOR DEBUTING STRIPS

Season-to-date Nielsen combined metered market averages

The debut of *Designing Women* in syndication last week recorded either a 5.3 or a 2.8 rating, depending on whether the interested party was an advertiser who had bought time in the show, or a station who was airing it. *Designing Women* distributor Columbia Pictures Television Distribution was releasing a 5.3 multiple-exposure cumulative rating to national advertisers, who bought the national barter time based on a cume in the precedent-setting all-barter sitcom. Stations, which sell their national spot and local spot time on a single-exposure basis, saw a 2.8 rating/9 share three-day average in the metered markets (NSI, Sept. 21-23), down 18% in share from its lead-in programing (3.8/11).

Among the first-run strips to debut this season, Carsey-Werner Distribution's *You Bet Your Life* has continued slight erosion, going from a debut-week 14 share average to an 11 share last week (NSI, Sept. 21-23).

The following charts list season-to-date ratings (NSI, Aug. 31-Sept. 23) and last week's ratings (NSI, Sept. 21-23), compared to lead-in and Oct. 1991 time period averages. ■

	Ssn-to-date Rating/Share	*Last Week*	*Lead-in time period*	*Oct. '91*
First-run strips				
Batman*	4.5/11	4.5/11	3.8/10	4/9
Byron Allen	1.6/7	1.7/8	3.0/11	NA
Goof Troop	3.7/9	3.5/9	3.0/8	4/9
Infatuation	0.9/4	0.9/4	1.2/5	1/5
NightTalk/J. Whitney	2.110	2.1/9	2.8/9	3/14
Rush Limbaugh	2.2/9	2.2/9	2.9/10	3/12
Star Search	2.8/6	2.7/6	4.1/10	5/11
That's Amore	1.4/6	1.4/6	1.7/7	2/9
Vicki	2.3/10	2.3/10	2.3/10	2/9
Whoopi Goldberg	2.8/8	2.6/7	3.2/7	3/13
You Bet Your Life	5.9/12	5.7/11	5.3/11	7/12
Off-network strips				
Designing Women	2.8/9	2.6/9	3.8/11	NA
In the Heat of Night	2.4/7	2.4/7	2.4/7	NA
Murphy Brown	5.6/10	5.5/10	5.6/11	10 share
The Wonder Years	4.7/10	4.0/8	3.9/8	8 share

**'Batman: The Animated Series' is cleared on Fox Children's Network's weekday lineup, technically making it a network-cleared program. Source: Nielsen Media Research's NSI MarkeTrak reports.*

Broadcasting's Ratings Week Sep 14-20

	ABC	CBS	NBC	FOX
MONDAY	12.5/21	15.3/25	12.2/20	NO PROGRAMING
8:00	71. Crossroads 7.6/13	13. Hearts Afire 14.8/25	22. Fresh Prince 13.3/23	
8:30			21. Blossom 13.4/22	
9:00	17. NFL Monday Night Football—Miami Dolphins at Cleveland Browns 14.4/25	7. Murphy Brown 16.7/27	38. NBC Monday Night Movies—...And Then She Was Gone 11.6/19	
9:30		5. Murphy Brown 18.0/28		
10:00		20. Northern Exposure 13.6/23		
10:30				
TUESDAY	16.5/28	12.4/21	7.9/13	NO PROGRAMING
8:00	15. Full House 14.6/26	14. Rescue: 911 14.7/25	81. Quantum Leap 6.1/10	
8:30	16. Family Matters 14.5/24			
9:00	1. Roseanne 24.7/39	41. CBS Tuesday Movie—Angel Street 11.3/19	71. Reasonable Doubts 7.6/12	
9:30	2. Delta 20.5/33			
10:00	32. Going to Extremes 12.3/22		46. Dateline NBC 10.1/18	
10:30				
WEDNESDAY	12.6/21	12.4/21	12.1/20	8.7/14
8:00	44. Full House 10.3/18	43. Hat Squad* 10.4/17	12. Unsolved Mysteries 15.2/25	46. Beverly Hills 90210 10.1/17
8:30	27. Home Improvmt 12.7/21			
9:00	3. Home Improvmt 18.6/29	17. 48 Hours 14.4/25	30. Seinfeld 12.6/20	74. Melrose Place 7.3/12
9:30	8. Coach 16.5/26			
10:00	63. Crossroads 8.6/16		64. Law and Order 8.5/15	
10:30				
THURSDAY	11.5/20	10.5/18	11.3/20	6.8/11
8:00	46. Delta* 10.1/18	35. Top Cops 11.8/21	52. Cosby 9.9/17	55. Simpsons 9.5/17
8:30	66. Room For Two 8.4/14			61. Martin 8.8/15
9:00	57. Homefront 9.2/15	30. Street Stories 12.5/21	19. Cheers 13.8/23	87. The Heights 4.4/7
9:30				
10:00	9. Primetime Live 15.9/29	75. Middle Ages 7.2/13	46. Night Court 10.1/19	
10:30				
FRIDAY	11.5/22	12.7/24	8.2/16	4.4/8
8:00	38. Family Matters 11.6/23	24. Golden Palace* 13.0/25	69. Final Appeal* 8.0/15	86. America's Most Wanted 4.5/9
8:30	36. Step By Step 11.7/22	34. Bob* 12.2/23		
9:00	42. Dinosaurs 10.9/20	27. Picket Fences* 12.7/24	68. The Round Table* 8.3/16	83. Sightings 5.2/10
9:30	59. Camp Wilder* 9.0/17			90. Likely Suspects 3.4/6
10:00	26. 20/20 12.8/24			
10:30				
SATURDAY	8.7/16	8.1/15	11.8/22	7.6/14
8:00	73. Covington Cross 7.4/14	78. Frannie's Turn 6.5/13	70. Here and Now 7.8/16	66. Cops 8.4/17
8:30		80. Brooklyn Bridge 6.2/12	64. Out All Night 8.5/16	52. Cops 2 9.9/19
9:00	56. ABC Saturday Night Movie—Tightrope 9.3/17	59. CBS Saturday Movie—Crocodile Dundee II 9.0/16	25. Empty Nest 12.9/23	77. Code 3 6.8/12
9:30			29. Nurses 12.6/23	82. The Edge 5.3/10
10:00			10. Miss America Pageant 15.6/32	
10:30				
SUNDAY	10.4/17	16.7/28	9.9/16	7.7/13
7:00	58. Life Goes On 9.1/16	3. 60 Minutes 18.6/34	76. Secret Service 6.4/11	89. Bill & Ted 3.8/7
7:30				87. Parker Lewis 4.4/8
8:00	32. Am Fun Home Vid 12.3/19	6. Murder, She Wrote 17.3/27	46. I Witness Video 10.1/16	54. In Living Color 9.7/15
8:30	36. Am Fun People 11.7/18			61. Roc 8.8/13
9:00	45. ABC Sunday Night Movie—Somebody's Daughter 10.2/16	11. CBS Sunday Movie—Terror on Track 9 15.4/25	38. NBC Sunday Night Movie—Danger Island 11.6/19	23. Married w/Chldn 13.1/20
9:30				46. Herman's Head 10.1/16
10:00				79. Flying Blind 6.3/10
10:30				83. Down the Shore 5.2/9
WEEK'S AVGS	11.9/20	12.8/22	10.5/18	7.1/12
SSN. TO DATE	11.0/19	12.1/21	11.5/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's □ $1,007,136 □ 5
FM's □ $33,512,000 □ 8
AM-FM's □ $4,620,000 □ 4
TV's □ $0 □ 0
Total □ $39,139,136 □ 17

1992 to Date:
AM's □ $156,709,106 □ 167
FM's □ $330,008,127 □ 192
AM-FM's □ $230,499,846 □ 121
TV's □ $1,382,437,087 □ 47
Total □ $2,099,654,166 □ 527

For 1991 total see Jan. 27, 1992 BROADCASTING.

KKLQ-AM-FM San Diego. **Buyer** is headed by Larry Saunders; other investors are John A. Trinder, F. Gray Kiger Jr., Aubrey E. Loving Jr., Commonwealth Investors Ltd. and Quad-C Inc. WWDE-FM has AC format on 101.3 mhz with 50 kw and antenna 498 feet above average terrain. *Broker: Blackburn & Co.*

WXBM-FM **Milton, Fla. (Pensacola)** □ Sold by WXBM Inc. to June Broadcasting Inc. for estimated $4.5 million. **Seller** is headed by WXBM-FM station manager Lou Mahack, who will continue in that position. **Buyer** is subsidiary of Calender Broadcasting, headed by Phil Giordano, which also owns KBFM(FM) McAllen-Brownsville, Tex., and WBLX-AM-FM Mobile, Ala. WXBM-FM has C&W format on 102.7 mhz with 100 kw and antenna 1,320 feet above average terrain. *Broker: Media Services Group Inc.*

KJYK(AM)-KKLD(FM) **Tucson, Ariz.** □ Sold by Duchossois Communications to Behan Broadcasting Co. for $4 million. **Seller** is headed by Rolland C. Johnson and is also selling KQPT(FM) Sacramento, Calif. (see above). **Buyer** is headed by Dennis Behan, former radio station owner. KJYK is fulltimer with CHR/sports format on 1490 khz with 1 kw. KKLD has AC format on 94.9 mhz with 97 kw and antenna 1,952 feet above average terrain. *Broker: Kalil & Co.*

WIXI(FM) **Naples Park, Fla.** □ Sold by Wodlinger Broadcasting Co. of Naples Inc. to Naples Communications Systems Inc. for $3 million. **Seller** is headed by Michael H. Wodlinger (vice president), and has interests in KRMO(AM)-KKBL(FM) Monett and KZRK(FM) Cassville, both Missouri. **Buyer** is headed by Ronald Shaffer, and is subsidary of licensee of three AM's and four FM's. WIXI has big band format on 105.5 mhz with 950 w and antenna 584 feet. *Brokers: Kozacko-Horton Co. and Jorgenson Broadcast Brokerage.*

WTNW(AM)-WFFX(FM) **Tuscaloosa, Ala.** □ Sold by Arrow Communications of Alabama Inc. to Alabama Universal Corp. for approximately $1 million. **Seller** is headed by William R. Rice, receiver, and is licensee of one AM and four FM's, for which Rice is also receiver. **Buyer** is headed by James L. Kirk, and has no other broadcast interests. WTNW is fulltimer with easy listening format on 1230 khz with 1 kw. WFFX has AC format on 95.7 mhz with 100 kw and antenna 500 feet above average terrain. *Broker: William R. Rice Co.*

KLVT-AM-FM **Levelland, Tex.** □ Sold by KLVT Radio Inc. to James D. Peeler for $400,000. **Seller** is headed by Clint Formby and has interests in KPAN-AM-FM Hereford, KTEM(AM)-KPLE(FM) Temple and KSAM-AM-FM Huntsville, all Texas. **Buyer** also has interests in licensee of KPAN-AM-FM. KLVT(AM) is fulltimer with MOR format on 1230 khz with 1 kw. KLVT-FM has C&W format on 105.5 mhz with 3 kw and antenna 300 feet.

WGIG(AM) **Brunswick, Ga.** □ Sold by Brunswick Broadcasting Corp. to Stewart Broadcasting Inc. for $360,000. **Seller** is headed by Ronald D. Griffin. He and shareholder Ron Yontz have interests in WTIF(AM)-WJYF(FM) Tifton, Ga. Yontz also has interests in WBLY(AM) Springfield, Ohio. **Buyer** is headed by Wayne Stewart, and is permittee of WYNR(FM) Darien, Ga. WGIG has country format on 1440 khz with 5 kw day and 1 kw night.

WTMC(AM) **Ocala, Fla.** □ Sold by Sunstar Telecom Inc., debtor-in-possession, to The American Network Group Inc. for $250,000. **Seller** is headed by Gary Cooper and has no other broadcast interests. **Buyer** is headed by John J. Casey and Robert Williamson and has controlling interest in WPTN(AM)-WGSQ(FM) Cookeville, Tenn. Williamson also has interests in WJTC(TV) Mobile, Ala. WTMC has news, sports format on 1290 khz with 5 kw day and 1 kw night.

For other proposed and approved sales see "For the Record," page 57.

CLOSED!

KAQQ-AM/KISC-FM, Spokane and KWG/KSGO-FM, Stockton from The Home News Company, to Silverado Broadcasting, Ron Miller and John Winkel, Principals, for $3,950,000.

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ration (BPH-870728IC) for CP to make changes; change TL: 1.4 km south of Rt. 10, Elsanor, AL; change ERP: 40 kw (H&V); change. ant.: 429 m.; 30 35 18 - 87 33 16. Action Aug. 24.

■ **Springfield, FL** WYOO(FM) 101.9 mhz—Granted app. of Randall R. Wahlberg (BMPH-900831IB) for mod. of CP (BPH-870629MT) to make changes; change ant.: 70 m.; TL: 1 km to Hiland Park at bearing of 255.4 degrees. Amended 6-25-92: ERP 5.2 kw, ant. 72 m.; ch. 267A. Action Aug. 7.

■ **Dublin, GA** WQZY(FM) 95.9 mhz—Granted app. of State Broadcasting Corp. (BPH-920309IE) for CP to make changes; change ERP: 88 kw (H&V); ant.: 312 m.; change TL: proposed site is 4.3 km west of town of Kite on Ga. Rte. 151 in Johnson; change to class C1. Action Aug. 10.

■ **Dublin, GA** WQZY(FM) 95.9 mhz—Forfeited and canceled app. of State Broadcasting Corporation (BPH-890614ID) for CP to make changes; change ERP: 27 kw H&V: ant. 47 m.; class C2, petition for reconsideration dismissed 2-4-91. Action Aug. 10.

■ **Rome, GA** WQTU(FM) 102.3 mhz—Granted app. of McDougald Broadcasting Corporation (BPH-920109IG) for CP to make changes: change ERP: 1.1 kw (H&V); ant.: 227 m. Action Aug. 10.

■ **Caldwell, ID** KTSY(FM) 89.5 mhz—Granted app. of Gem State Adventist Academy (BPED-920810IC) for CP to make changes; change ant.: 791 m.; change to class C1. Action Aug. 21.

■ **West Des Moines, IA** KWDM(FM) 88.9 mhz—Granted app. of W. Des Moines Comm. School District (BPED-860917MH) for CP to make changes; change ERP: .1 kw H&V; change ant. to: 52.4 m.; 41 35 25 - 93 45 10; petition for reconsideration granted 12-17-91. Action Aug. 11.

■ **Emporia, KS** KGZF(FM) 99.5 mhz—Granted app. of Charles D. Coffelt (BMPH-900416IC) for mod. of CP (BPH-890419MC) to make changes; change TL: 928; Graphics Arts Road, Emporia. Action July 17.

■ **Topeka, KS** New FM 92.5 mhz—Granted app. of Margaret Escriva (BMPH-920602IG) for mod. of CP (BPH-871124MG) to make changes; change ERP: 6 kw (H&V); ant.: 89 m.; TL: 800 Jackson St., Topeka. Action Aug. 7.

■ **Allen, KY** WMDJ-FM 100.1 mhz—Granted app. of Floyd County Broadcasting Co. Inc. (BPH-900214IC) for CP to change ERP: 2.6 kw (H&V). Action Aug. 7.

■ **Georgetown, KY** WTKT-FM 103.3 mhz—Granted app. of Kentucky Radio Ltd. (BMLH-911031KF) for mod. of license to increase ERP: 6 kw (H&V) (per MM docket #88-375) and change channel from 277A to 276A (per MM docket #90-577). Action Aug. 6.

■ **Mount Vernon, KY** WXJJ(FM) 102.9 mhz—Granted app. of William S. Daugherty III (BMPH-910606IC) for mod. of CP (BPH-860703MF - new station) to change ant. 100 m.; TL: 1.3 mi. SW of Broadhead, KY, .2 mi. north of Negro Creek Road, Rockcastle County. Action Aug. 6.

■ **Paducah, KY** WKYQ(FM) 93.3 mhz—Granted app. of Bristol Broadcasting Company Inc. (BPH-901029IE) for CP to make changes; change ERP: 100 kw H&V; ant. 299 m.; TL: west end of Tiger Rd, 2.2 km SW of Palma, KY; inf. objection dismissed 8-21-92. Action Aug. 21.

■ **Reidland, KY** WSEQ(FM) 106.7 mhz—Granted app. of WMOK Inc. (BMPH-910913IC) for mod. of CP (BPH-890117ML) to make changes; change ERP: 1.35 kw (H&V) ant.: 150 m.; TL: NE corner of intersection of 1523 and Old Paduch-Calvert Rd., 2.4 km NNW of Calvert City, KY. Inf. objection denied 7-28-92. Action July 28.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,723	937	5,660
Educational FM	1,561	296	1,857
Total Radio	**11,253**	**1,419**	**12,672**
Commercial VHF TV	557	13	570
Commercial UHF TV	585	163	748
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	**1,502**	**190**	**1,692**
VHF LPTV	465	129	594
UHF LPTV	819	861	1,680
Total LPTV	**1,284**	**990**	**2,274**
FM translators	1,913	377	2,290
VHF translators	2,507	81	2,588
UHF translators	2,406	423	2,829

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses.

[1] Construction permit.

† Penetration percentages are of TV household universe of 92.1 million.

Source: Nielsen, NCTA and Broadcasting's own research.

■ **Vancleve, KY** WMTC-FM 99.9 mhz—Granted app. of Kentucky Mountain Holiness Assoc. (BPH-920511IH) for CP to make changes; change ERP: 6 kw (H&V). Action Aug. 7.

■ **Gardiner, ME** WABK-FM 104.3 mhz—Dismissed app. of Kennebec-Tyron Communications Corp. (BPH-891024II) for CP to make changes; change ant.: 150 m.; TL: on West Road, 3.5 km north of Old South Church and intersection of Route 135, near Belgrade, ME. Action Aug. 11.

■ **Topsham, ME** WLLB(FM) 95.5 mhz—Granted app. of Kirkley P. Beal (BMPH-920422ID) for mod. of CP (BPH-860507PX) to make changes; change ERP: 3 kw (H&V); ant.: 139 m. Action Aug. 20.

■ **Springfield, MA** WNEK-FM 97.5 mhz—Granted app. of Western New England College (BPED-920221MA) for CP to make changes; change frequency to 105.1 mhz; change channel to 286. Action Aug. 7.

■ **Detroit** WWWW(FM) 106.7 mhz—Forfeited and canceled app. of Shamrock Broadcasting Company Inc. (BPH -900510IB) for CP to make changes: change ERP: 28.5 kw H&V; ant.: 222 m.; TL: atop Renaissance Tower Building, adjacent to Civic Center. Action Aug. 3.

■ **East Jordan, MI** WIZY(FM) 100.9 mhz—Granted app. of Interlochen Center for Arts (BMPH-910301IH) for mod. of CP (BPH-85-9-3MC as mod.) to change main studio outside of 70 DBU contour. Action July 31.

■ **Muskegon, MI** WMHG-FM 107.9 mhz—Granted app. of W.M.H.G. Adrian Broadcasting (BPH-920326ID) for CP to make changes; change: ERP: 25 kw (H&V); ant.: 100 m.; change class to 300B1 (per MM docket #89-549). Action Aug. 17.

■ **Granite Falls, MN** KKRC(FM) 93.9 mhz—Granted app. of John Linder (BMPH-911220IC) for mod. of CP (BPH-890417MD) to make changes: ERP: 6 kw (H&V), ant.: 80 m.; TL: 3.9 km from Wegdahl, MN, at bearing of 341.7 degrees. Action Aug. 10.

■ **La Crescent, MN** KQEG(FM) 102.7 mhz—Granted app. of White Eagle Broadcasting Inc. (BPH-920227ID) for CP to make changes; change ERP: 3.6 kw (H&V); ant.: 263 m.; change frequency: 102.7, and class to C3 (per MM docket #91-94); amended 7-22-92 to reduce ERP to 3.1 kw (H&V). Action Aug. 7.

■ **Collins, MS** WKNZ(FM) 101.7 mhz—Granted app. of Southern Air Communications Inc. (BPH-910110IB) for CP to make changes: ERP: 2.25 kw (H&V). Action Aug. 3.

■ **Oxford, MS** WQLJ(FM) 107.1 mhz—Granted app. of Oxford Radio Inc. (BPH-9206C4IA) for CP to make changes; change: ERP: 25 kw (H&V); ant.: 100 m.; TL: 12 mi. west of Oxford; .8 mi. south of Route 6 (Panola County); change frequency to 93.7 mhz (per MM docket #91-6); change class to C3 (per MM docket #91-277). Action Aug. 24.

■ **Tarkio, MO** KTRX(FM) 93.5 mhz—Granted app. of Kanza Inc. (BMLH-920318KD) for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375). Action Aug. 4.

■ **Hardin, MT** KGHL-FM 95.3 mhz—Forfeited and canceled app. of First Security Bank of Livingston (BPH-10785) for CP to change TL to: .4 mi. NW of Sarpy Rd., 2 mi. NE of Hwy. I-90, Hardin, SL-RC to: 11 W. 3rd St., Hardin, make change antenna system (incr hght) change. ant.: 220 CP forfeited and canceled. Action Aug. 24.

■ **Helena, MT** KVYJ(FM) 103.1 mhz—Dismissed app. of Hi-Line Radio Fellowship Inc. (BMPED-920316MD) for mod. of CP (BPED-901109MH) to make changes: ERP: 30 kw (H&V); ant.: 209 m.; TL: antenna to be located atop North Hill, 11 mi. north of Helena; class C. Action Aug. 12.

■ **Hinsdale, NH** WYRY(FM) 104.9 mhz—Forfeited and canceled app. of Tri-Valley Broadcasting Cor-

Broadcasting

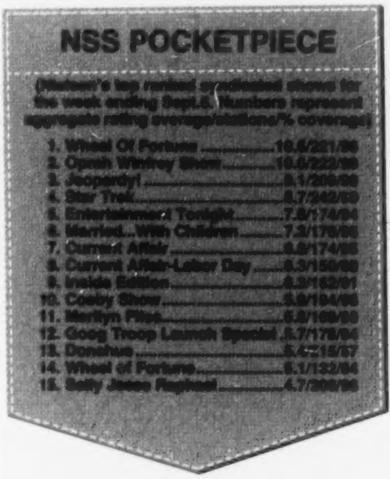
In Brief

Fox is delaying the launch of its new Tuesday night lineup, originally set for Oct. 27, until mid-December or early January. Fox apparently wants the extra time to promote the new lineup, consisting of two hour dramas, *Class of 96* and *Key West*.

The Senate rejected, by a 75-19 vote, **an amendment to the tax bill that would have weakened a provision allowing amortization of intangible assets,** including acquired FCC licenses and government franchises.

Supermarket chain **Food Lion Inc. filed suit against Capital Cities/ABC** and *Prime Time Live* Producer Lynne Litt alleging that Litt fraudulently obtained employment with Food Lion using fake applications and—after she was hired—engaged in illegal activites. While an employe (but still employed by *Prime Time*) Litt, according to Food Lion, concealed and used various video and audio recording devices for use on the show. Food Lion says it believes the reason for ABC's interest is an outgrowth of a battle between the supermarket chain and the United Food and Commercial Workers Union. ABC declined to comment on the suit or the segment, which has yet to air and currently has no air date.

In a restructuring that Cablevision Systems says could result in its subsidiary **Rainbow Programing Holdings Inc.** becoming an independent public company, the cable operator has made two executive appointments. **James L. Dolan,** son of Cablevision Systems Chairman Charles Dolan, has been named Rainbow CEO. Dolan most recently headed up Cablevision/NBC's Olympics Triplecast. Rainbow President Sharon Patrick has been named COO of the subsidiary. According to Cablevision, Dolan and Patrick will be members of a team that will examine the feasibility of taking the company, which co-owns cable networks with NBC and Tele-Communications Inc., public.



NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept.6. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	10.6/221/98
2. Oprah Winfrey Show	10.6/222/99
3. Jeopardy!	9.1/209/98
4. Star Trek	8.7/242/99
5. Entertainment Tonight	7.8/174/94
6. Married...With Children	7.3/178/96
7. Current Affair	6.8/174/96
8. Current Affair-Labor Day	6.3/150/89
9. Inside Edition	6.2/162/91
10. Cosby Show	5.8/194/96
11. Marilyn Files	5.8/169/89
12. Goof Troop Launch Special	5.7/178/94
13. Donahue	5.4/215/97
14. Wheel of Fortune	5.1/132/84
15. Sally Jessy Raphael	4.7/208/96

This week **Viacom Enterprises' Roseanne will trigger as a strip on 165 stations** representing 95% of the U.S. If *Roseanne* outperforms *The Cosby Show*'s premiere week 9.2 rating/19 share average in the Nielsen metered markets (NSI, Oct. 3-7, 1988), it would be the first major off-network sitcom to surpass that level. Viacom set a reported watershed $4 million per episode revenue record with *The Cosby Show*, although it had also widely been reported at the time that stations paid too much for the sitcom despite its strong ratings. On the other hand, the marketing plan for *Roseanne* has been considered a bit more equitable by stations (*Roseanne* is believed to have commanded just over $1.5 million per episode nationally), so if *Roseanne* breaks out strong, it could be of major economic relief to stations.

Roger Ailes, who has served as political media adviser to Presidents George Bush and Ronald Reagan during their respective 1988 and 1984 presidential campaigns, has signed an expanded agreement to provide marketing and strategic planning to **Paramount Domestic Television Distribution.** Ailes has been a marketing consultant to Paramount's *The Maury Povich Show* since its launch in September 1991. He will continue in that position while also working on Paramount's other first-run syndicated strips, including *Entertainment Tonight* and *Hard Copy*. Ailes is also executive producer of Multimedia Entertainment's *Rush Limbaugh*.

Despite a disappointing start in the metered markets, **Television Program Enterprises announced that it is committed to 52 weeks of production on the new strip version of Star Search.** Season-to-date, *Star Search* has averaged a 2.8 rating/6 share metered market average (NSI, Sept. 7-23), four share points below its lead-in programing and four share points behind October 1991 time period levels.

Cannell Distribution Co.'s hour-long first-run **Renegade** action series triggered in 19 metered markets the weekend of Sept. 19-20, averaging a 4.3 rating (ARB, Sept. 19-20).

Pandora International Entertainment Group reports that theatrical release, "Dirty Dancing," has been sold in 175 markets—including 48 of the top 50—representing 95% of the U.S.

More than two years after **Roller-Games** was dropped from syndication after the bankruptcy of Australian/U.S. distributor, Qintex Entertainment, David Sams Industries will be resurrecting the series (as *Roller-games '92*) with four regional cable sports network and 68 TV stations representing 55% of the U.S. DSI is

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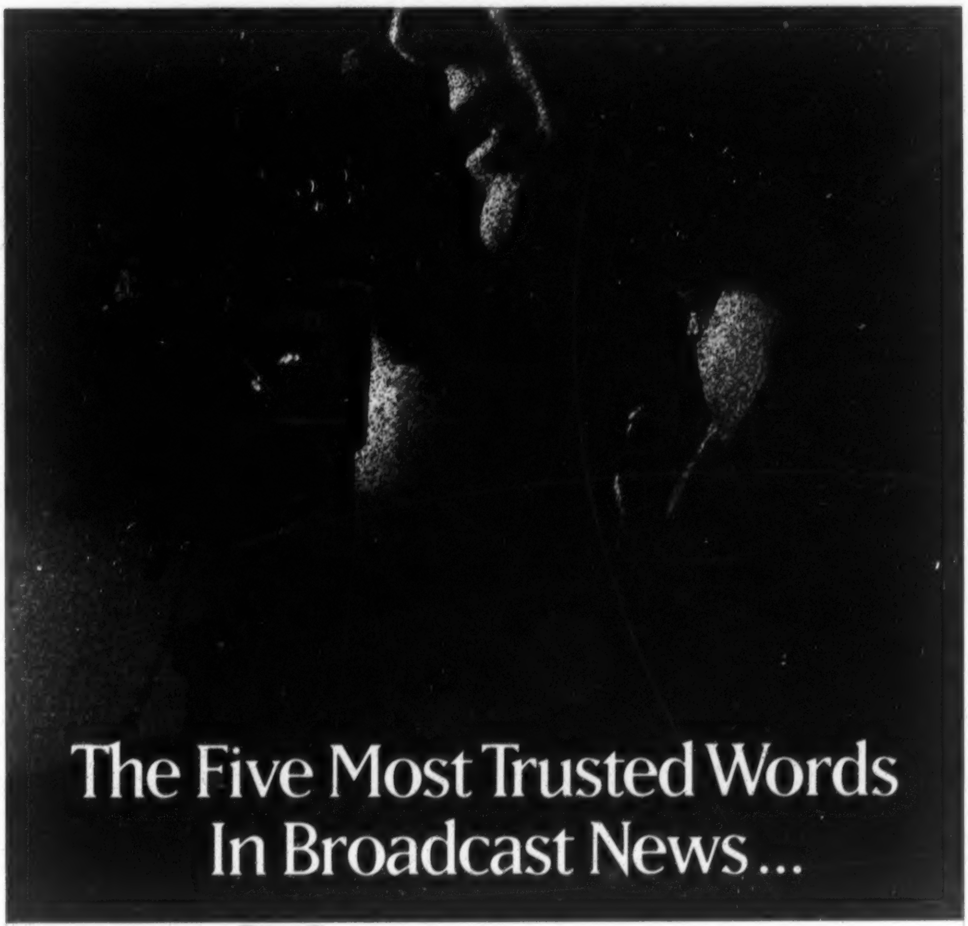
- ☐ **HIGH NOON APPROACHES ON HIGH DEFINITION / 4**
- ☐ **CBS WINS WEEK ONE OF FALL SEASON / 22**
- ☐ **BROADCASTERS CHALLENGED ON KIDS TV COMPLIANCE / 40**



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SPECIAL REPORT
BASKETBALL
1992

This Week

HDTV DETENTE / 4

Broadcasters left last week's Maximum Service Television HDTV Update sessions encouraged that the transition to HDTV may respond to "real world" conditions.

LINE ON LENO / 6

With *The Tonight Show*'s ratings running about even with last year's, Jay Leno's hold as host may be stronger than some industry watchers had thought.

CBS TAKES WEEK ONE / 22

CBS, buoyed by a 29.3 rating for *Murphy Brown,* won the first week of the new season, followed by ABC, NBC and Fox. CBS called its Saturday-night lineup "an across-the-board failure."

VH-1 TURNS TO SYNDICATION / 32

VH-1 hopes to reach a wider audience beyond cable with a syndicated weekly program called *Top 21 Countdown*, to be offered on a barter basis.

DUOPOLY SWAP / 35

In the first major swap inspired by duopoly-rule changes, Cox Enterprises and EZ Communications exchanged radio stations in Charlotte and Miami in a straight no-cash transaction.

Professional basketball shoots for do-it-yourself TV production (p. 47)

KIDS ACT COMPLIANCE / 40

A study conducted by three citizens/education groups contends that broadcasters are circumventing the intention of the Children's Television Act by reclassifying standard fare, like *Casper* and *GI Joe,* as educational and informational programing.

SCI SPLIT / 44

Comcast and TCI have begun the process of raising more than $1 billion each with which to redeem the high-yield debt and preferred stock of SCI Holdings, a prelude to breaking the seventh-ranked MSO in two.

S-A PROPOSES DIGITAL AUDIO STANDARDS / 52

Scientific-Atlanta announced last week it is ready to publish a set of standards for digital audio interface, and unveiled an audio compression system aimed at tripling the number of signals a radio programer can squeeze into a bandwidth.

SPECIAL REPORT: BASKETBALL '92 / 47

Even with local rights fees growing from $63 million five years ago to $130 million this season, a growing number of NBA teams are producing their own games and selling ad time.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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NBC, AFFILS AGREE ON NEW COMPENSATION

By Steve McClellan

NBC and its affiliates advisory board have signed off on a new compensation package for 1993, subject to market-by-market negotiations. Key elements of the new plan include reserving what one source close to the talks said was a "major amount of money" in the compensation pool to be used for affiliate promotion of NBC's prime time lineup and, to a lesser extent, its late-night lineup, where *The Tonight Show* is struggling to straighten out some well-publicized management problems and maintain its first-place position.

In addition, the network has earmarked additional dollars from outside the normal compensation pool to establish bonus pools for both *Nightly News* and the daytime lineup.

The two sides also agreed to swap some inventory. Affiliates will receive additional time to sell in prime time, but will give back some time in both daytime and late fringe.

Money earmarked for promotion will be used to buy spots on the affiliates in prime time access and late news to promote network program lineups. Three years ago, NBC switched to a "pay for performance" compensation structure. In theory, more promotion will mean higher ratings and more comp to affiliates. But the fact is NBC's ratings for the just-ended broadcast year were down 2%, which means the pool starts off at 2% less in January 1993. The 1992 pool was about $115 million.

The network has also created a news bonus pool for stations that are number one in local news or improve their news numbers during the year, based on sweeps numbers. A one-time year-end payment would be made to stations that qualify. The network also agreed to reserve additional money for a daytime bonus pool based on ratings and clearances.

Sources said inventory swap was roughly equal in value. In exchange for a few prime time spots, the network will recapture inventory in both daytime and late fringe. ■

Broadcasting's Ratings Week ■ Sep 21-27

	ABC	CBS	NBC	FOX
MONDAY	13.6/21	21.6/33	13.4/20	NO PROGRAMING
8:00	76. Young Indiana Jones Chronicles 7.4/12	10. Evening Shade 16.8/26	23. Fresh Prince 14.1/22	
8:30		5. Hearts Afire 19.3/29	27. Blossom 13.1/20	
9:00	14. NFL Monday Night Football—New York Giants vs Chicago Bears 16.2/27	1. Murphy Brown 29.3/41	25. NBC Monday Night Movies—Miss America: Behind the Crown 13.3/20	
9:30				
10:00		7. Love and War* 17.4/28		
10:30				
TUESDAY	16.5/26	14.5/23	11.0/18	NO PROGRAMING
8:00	12. Full House 16.6/27	22. Rescue: 911 14.2/23	52. Quantum Leap 10.8/17	
8:30	17. Hangin w/Mr. C*15.2/24			
9:00	2. Roseanne 23.9/36	21. CBS Tuesday Movie—With a Vengeance 14.7/23		
9:30	3. Coach 20.0/30			
10:00	39. Going to Extremes 11.7/20		41. Dateline NBC 11.5/20	
10:30				
WEDNESDAY	12.6/21	10.8/18	12.8/22	7.5/12
8:00	46. Wonder Years 11.0/19	71. Hat Squad 8.3/14	18. Unsolved Mysteries 15.1/25	48. Beverly Hills 90210 10.9/18
8:30	52. Doogie Howser 10.8/17			
9:00	6. Home Improvmt 18.7/29	46. Haunted Lives 11.0/17	30. Seinfeld 12.6/20	96. Rock the Vote 4.0/6
9:30	13. Coach 16.4/26		35. Mad About You* 12.0/19	
10:00	66. Civil Wars 9.2/17	26. 48 Hours 13.2/24	44. Law and Order 11.1/20	
10:30				
THURSDAY	10.8/18	9.4/15	13.3/23	8.7/15
8:00	64. Delta 9.5/16	52. Top Cops 10.8/18	44. A Diffrnt World 11.1/19	24. Simpsons 13.5/23
8:30	73. Room For Two 8.1/13		33. Rhythm and Blu* 12.1/20	55. Martin 10.6/18
9:00	71. Homefront 8.3/13	48. Street Stories 10.9/17	4. Cheers 19.6/32	93. The Heights 5.4/9
9:30			10. Wings 16.8/27	
10:00	16. Primetime Live 15.3/27	85. Middle Ages 6.4/11	61. Comedy Store 20th Anniversary 10.0/18	
10:30				
FRIDAY	12.1/23	11.7/22	7.2/13	5.5/10
8:00	40. Family Matters 11.6/22	37. Golden Palace 11.9/23	83. Final Appeal 6.7/13	90. America's Most Wanted 5.9/11
8:30	38. Step By Step 11.8/22	48. Major Dad 10.9/20	74. What Happened?*8.0/15	
9:00	59. Dinosaurs 10.1/19	28. Designing Wmn 12.9/24	79. The Round Table 7.2/13	86. Sightings 6.2/11
9:30	66. Camp Wilder 9.2/17	31. Bob 12.5/23		97. Likely Suspects 3.8/7
10:00	19. 20/20 14.9/28	48. Picket Fences 10.9/20	81. I'll Fly Away 7.0/13	
10:30				
SATURDAY	8.0/15	6.5/12	10.6/20	8.2/15
8:00	78. Covington Cross 7.3/14	87. Frannie's Turn 6.1/12	76. Here and Now 7.4/15	68. Cops 8.9/17
8:30		84. Brooklyn Bridge 6.5/12	70. Out All Night 8.4/16	57. Cops 2 10.3/20
9:00	87. Crossroads 6.1/11	79. Raven 7.2/13	28. Empty Nest 12.9/24	75. Code 3 7.7/14
9:30			31. Nurses 12.5/23	92. The Edge 5.7/11
10:00	55. The Commish 10.6/21	89. Angel Street 6.0/11	43. Sisters 11.2/22	
10:30				
SUNDAY	10.1/16	16.2/27	11.5/19	7.8/13
7:00	68. Life Goes On 8.9/16	8. 60 Minutes 16.9/31	82. Secret Service 6.9/13	98. Parker Lewis 3.7/7
7:30				95. Ben Stiller Show*4.3/8
8:00	42. Am Fun Home Vid 11.4/19	8. Murder, She Wrote 16.9/27	63. I Witness Video 9.6/15	35. In Living Color 12.0/19
8:30	59. Am Fun People 10.1/16			62. Roc 9.8/15
9:00	57. ABC Sunday Night Movie—Obsessed 10.3/16	15. CBS Sunday Movie—A House of Secrets and Lies 15.5/25	20. NBC Sunday Night Movie—King Ralph 14.8/23	33. Married w/Childn 12.1/18
9:30				65. Herman's Head 9.4/14
10:00				90. Flying Blind 5.9/10
10:30				94. Woops!* 5.0/9
WEEK'S AVGS	11.9/20	13.1/22	11.4/19	7.6/13
SSN. TO DATE	11.9/20	13.1/22	11.4/19	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

COX, EZ IN FIRST DUOPOLY-DRIVEN SWAP

EZ gets Charlotte, Cox now has three strong Miami stations from straight no-cash trade

By Peter Viles

In the first major station swap of the duopoly era, Cox Enterprises and EZ Communications traded stations last week, creating new mega-combos in Miami and Charlotte.

Cox gave up WSOC-FM, its market-leading country station in Charlotte, in return for EZ's urban/adult contemporary WHQT-FM Miami (Coral Gables). As a result, Cox now has three strong stations in Miami: adult contemporary WFLC-FM, news/talk WIOD-AM and WHQT-FM. Those three stations had a combined market share of 14.1 in the spring Arbitron book (see "Duopoly Watch").

EZ, meanwhile, stakes a solid claim to market leadership in Charlotte with its adult contemporary/oldies station WMXC-FM and the country-formatted WSOC-FM, which garnered a market-leading 14.9 share in the spring Arbitron book.

Robert F. Neil, executive vice president, radio, for Cox Broadcasting, said the deal was a straight trade, with no money changing hands. He said the deal was driven largely by the FCC's crossownership rules, under which Cox felt it could not expand its radio holdings in Charlotte because it owns a television station there.

"Our chances of getting a waiver [from the crossownership rule] in that market were probably not very good," Neil said. "It just made a lot more sense for us to swap than anything else. We potentially would have faced having a standalone FM in a market where I think there's going to be a number of duopoly scenarios."

Many industry observers have predicted that such station swaps will become common, largely because of the tax advantages of cash-free transactions and the new FCC rules allowing

DUOPOLY WATCH

A continuing compilation of radio's new mega-combos

Owner	Station	Format	Market Share*	Comb. Share
Chicago (No. 3 Market)				
Infinity Broadcasting	**WJMK-FM**	**Oldies**	3.3	12.5
	WJJD-AM	**MOR**	3.7	
	WUSN-FM	**Country**	5.5	
Boston (9)				
Boston Radio Group	**WHDH-AM**	**News/Talk**	4.4	21.9
	WRKO-AM	**News/Talk**	5.5	
	WXKS-AM	**Nostalgia**	1.6	
	WXKS-FM	**CHR**	6.9	
	WBMX-FM	**Hot AC**	3.5	
Infinity Broadcasting	**WBCN-FM**	**AOR**	5.3	9.9
	WZLX-FM	**Classic Rock**	4.6	
Miami (11)				
Cox Enterprises	**WHQT-FM**	**Urban/AC**	5.0	14.1
	WIOD-AM	**News/Talk**	4.9	
	WFLC-FM	**AC**	4.2	
Paxson Broadcasting	**WLVE-FM**	**New Age Jazz**	2.8	7.9
	WINZ-AM	**News**	2.2	
	WZTA-FM	**Classic Rock**	2.9	
Sacramento (30)				
Brown Broadcasting	**KQPT-FM**	**AC**	2.4	8.1
	KXOA-FM	**Oldies**	5.0	
	KXOA-AM	**Business News**	0.7	
Charlotte (38)				
EZ Communications	**WSOC-FM**	**Country**	14.9	18.9
	WMXC-FM	**AC/Oldies**	4.0	
Orlando (42)				
Paxson Broadcasting	**WPRD-AM**	**News**	**	15.5
	WWNZ-AM	**News/Talk**	3.7	
	WVRI-FM	**AC/Oldies**	5.4	
	WMGF-FM	**Easy**	6.4	
Rochester, N.Y. (46)				
Boston Radio Group	**WRMM-AM-FM**	**AC**	6.6	14.9
	WPXY-AM-FM	**CHR**	8.3	
Jacksonville (50)				
Evergreen Media	**WFYV-FM**	**AOR**	7.5	16.6
	WAPE-FM	**CHR**	9.1	
Paxson Broadcasting	**WROO-FM**	**Country**	6.9	7.4
	WNZS-AM	**Sports**	**	
	WZNZ-FM	**News**	0.5	
Las Vegas (60)				
Broadcast Associates	**KEYV-FM**	**New Age**	1.0	9.1
	KFMS-AM-FM	**Country**	8.1	

** Source: Spring Arbitron, Total week, AQH, Persons 12-plus*
*** Not reported in spring Arbitron survey*

ownership of up to four stations per market.

In addition, the widespread shortage of credit has led broadcasters to consider cash-free transactions such as swaps and mergers.

Cox's Neil said lack of credit was not a factor in the Charlotte-Miami swap, however.

According to Duncan's Radio Market Guide, both stations bill roughly the same amount annually: $5.3 million for WQHT and $5.9 million for WSOC. ■

ON TV, PEROT BLOWS RADIO A KISS

The Radio Advertising Bureau probably couldn't have written a better endorsement of the medium than the one Ross Perot delivered during his appearance on *Larry King Live* last Monday (Sept. 28).

In response to a question from caller Mike Wallace about his frequent appearances on the King show, Perot answered: "I've talked to Larry about this. I say, 'You know, television talk shows are great, Larry, but radio talk shows I think are even more fun, and I don't know why.' And we kicked that around one time. Because, see, you have to visualize it. You don't get to see it. And it's sort of like when you and I were children, Mike, and you'd hear *Superman* over the radio and you'd have to visualize the whole thing in your mind." **—PV**

INFINITY GOES SHOPPING IN PHILADELPHIA

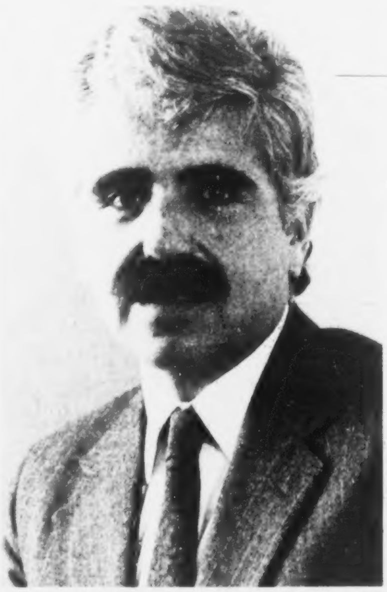
Buys all-sports WIP-AM for $13 million; raises speculation about Don Imus syndication

By Peter Viles

Infinity Broadcasting continued its remarkable buying spree last week, announcing an agreement to buy Spectacor Broadcasting's WIP-AM Philadelphia for $13 million. And there's probably more coming: Infinity's new credit agreement leaves the company another $110 million to buy more stations.

The WIP deal, if completed and approved by the FCC, will give Infinity a Philadelphia combo of classic rock on WYSP-FM and all sports on WIP-AM, mirroring Infinity's successful New York combo of WXRK-FM and WFAN-AM. In total, Infinity will have 22 stations, including 16 in the 10 biggest markets.

WIP, which broadcasts play-by-play of the Philadelphia Flyers and 76ers, garnered a 2.8 share in the spring Arbitron ratings (total week, average quarter-hour, persons 12-plus). WYSP-FM had a 6.5 share.


Infinity President and CEO Mel Karmazin: no plans for programing changes at WIP.

According to Duncan's Radio Market Guide, WIP bills an estimated $3.8 million per year—the 17th-highest total in the market. WYSP-FM bills an estimated $12.7 million, according to Duncan's.

Infinity President and Chief Executive Officer Mel Karmazin called WIP a "very successful station with excellent programing and staff."

While the purchase caused some speculation that WFAN's successful morning program, *Imus in the Morning*, might be syndicated in Philadelphia on WIP, Karmazin said he has no plans for programing changes at the station.

WIP's current morning show, a blend of sports and entertainment featuring Angelo Cataldi, Tony Bruno and Al Morganti, drew a 3.6 share (persons 12-plus) in the spring Arbitron. *Imus in the Morning* drew a 3.5 share in New York. ■

ARBITRON TO PUBLISH MIAMI SUMMER BOOK

After meeting last week with Miami-area radio broadcasters, Arbitron has decided to publish a summer ratings report for the storm-ravaged market.

Arbitron projects that the Miami report will be based on 2,536 diaries, or 92% of its market target of 2,770.

"While the hurricane did affect diary returns, we feel that the sample, in terms of size and distribution, is sufficient to produce a reliable report of radio listening in the Miami metro," said Jay Guyther, Arbitron vice president, sales and marketing, radio station services. "It's important for the advertising community to know that Miami, though still recovering, continues to be a dynamic and important consumer marketplace."

Some Miami-area broadcasters had urged Arbitron to skip the book entirely, arguing that it was bound to be either inaccurate or skewed by Hurricane Andrew.

Robert F. Neil, executive vice president, radio, for Cox Broadcasting, which owns three stations in Miami, predicted that advertisers will view the report with skepticism.

"There aren't going to be many buyers who are going to pay attention to it," he said.

"I can understand from a business standpoint why Arbitron felt it was necessary to go ahead and publish a book. But it's kind of like the book that came out after the [Persian Gulf] war. Buyers kind of discounted that book, and I think they'll do the same with this one." **—PV** "significant improvement in scatter advertising." Brown Brother Harriman & Co.'s Jay Nelson said his $145 million estimate incorporates "a big fourth quarter," and therefore could be revised downward.

Both estimates are roughly $40 million lower than 1992 profit projections made at the end of last year. Wolzien said his pessimistic projection was "driven" off a model showing ABC's revenue was being siphoned by the Olympics. The ABC-TV network, Wolzien added, was also especially vulnerable to the siphoning of its younger demographics by Fox. However, the latter's delay of its Tuesday night lineup, he said, could cause a slight upward revision in his ABC profit estimate.

Analysts are more in agreement on CBS, which is seen as having less inventory available for scatter. Most estimates project 1992 CBS TV network profit of roughly $25 million, up from prior estimates. On a cash basis the network does far worse because of continued payments for baseball and football telecast rights. ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WIP(AM) **Philadelphia** ☐ Sold by Spectacor Broadcasting Ltd. to Infinity Broadcasting for $13 million (see page 38). Infinity recently purchased WUSN(FM) Chicago, WZLX(FM) Boston and WZGC(FM) Atlanta for $100 million (see BROADCASTING, Aug. 24). WIP is fulltimer with sports format on 610 khz with 5 kw.

KKUR(FM) Ojai (Oxnard-Ventura), Calif. ☐ Sold by Eric-Chandler Communications of Ventura to Buena Ventura Inc. for $725,000. **Seller** is headed by Robert Geddes and Thomas Miserendino, and is also licensee of KHJJ(AM)-KGMX(FM) Lancaster-Palmdale, Calif. **Buyer** is headed by George Duncan, and is also licensee of KOGO(AM)-KBBY(FM) Oxnard-Ventura. KKUR has AC format on 105.5 mhz with 100 w and antenna 1,358 feet above average terrain. *Broker: Media Venture Partners.*

WWFX-FM Belfast (Bangor), Maine ☐ Sold by Union Financial Services to Group H. Radio Inc. for $525,000. **Seller** is subsidiary of Union Trust Co., which foreclosed on station in 1991. Station was purchased in 1986 for $1.4 million. **Buyer** is headed by Michael Hauptman, former ABC Radio executive and president of Physicians Radio Network. WWFX-FM has CHR format on 104.7 mhz with 10 kw and antenna 1,099 feet above average terrain. *Broker: Kozacko-Horton Co.*

WDZD(FM) Shallotte (Wilmington), N.C. ☐ Sold by Jennings Communications Corp. to Partech Communications Group of the Grand Strand for $462,000. **Seller** is headed by William W. Jennings, and has no other broadcast interests. **Buyer** is headed by Mark S. Manafo, and has no other broadcast interests. WDSD has country format on 93.5 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Media Venture Partners.*

KWON(AM) Bartlesville, Okla. ☐ Sold by Moran Broadcasting Co. to KYFM Radio Inc. for $250,000. **Seller** is headed by R. J. Moran, and is licensee of KJNE(FM) Hillsboro and KNIN-AM-FM Wichita Falls, both Texas. **Buyer** is headed by Galen O. Gilbert, and has interests in three AM's and five FM's. KWON is fulltimer with AC, country format on 1400 khz with 1 kw.

PROPOSED STATION TRADES

By volume and number of sales

This Week:
AM's ☐ **$13,868,678** ☐ **11**
FM's ☐ **$1,864,000** ☐ **3**
AM-FM's ☐ **$0** ☐ **0**
TV's ☐ **$0** ☐ **0**
Total ☐ **$15,732,678** ☐ **14**

1992 to Date:
AM's ☐ **$170,577,784** ☐ **178**
FM's ☐ **$331,872,127** ☐ **195**
AM-FM's ☐ **$230,499,846** ☐ **121**
TV's ☐ **$1,382,437,087** ☐ **47**
Total ☐ **$2,155,386,844** ☐ **541**

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLOSED!

KEYF-AM/FM, Spokane, Washington from **Unicom Broadcasting, Inc.,** Andrew Molasky, Principal, to **LEYF Corporation,** C.T. Robinson, Principal, for **$1,825,000** cash.

Elliot B. Evers represented the buyer in this transaction.

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BASKETBALL '92

NBA'S DO-IT-YOURSELF TV-RADIO PLAYBOOK

BROADCASTING's survey finds 22 of 27 teams involved in local radio and TV production and sales; local earnings for teams to hit $130 million in 1992-93

By Harry A. Jessell

You might not think of a professional basketball team as a major producer of local programing, but that is what many of them have become in recent years.

Convinced it's more lucrative than simply selling rights to local broadcast and cable outlets, a growing number of National Basketball Association teams are producing their own games and selling the ad time.

"It's more profitable, affords more control and more direct association with the major corporate sponsors," says Shawn Hunter, executive vice president, sales and marketing, Denver Nuggets, which handles broadcast TV and radio in-house. "It's a win all the way around—for the team, the fans and the sponsors."

Indeed, the trend toward team-production has been matched by a steadily rising increase in the amount the league takes in from local TV and radio. The figure, according to league and industry sources, has more than doubled from $63 million for the '87-'88 season to an estimated $130 million for the upcoming 1992-93 season.

The local revenues come on top of the more than $200 million in national TV rights fees the NBA will collect (and divide among the franchisees) from NBC and Turner Broadcasting System.

Both are in the third year of four-year deals that call for increased payments each year. NBC's started at $126 million for 1990-91 and climbs to $170 million for 1993-94. Turner's grows from $57 million in year one to $78 million in year four.

For the payments, NBC gets the rights to between 17 and 26 regular-season games, the All-Star game, between 17 and 23 playoff games and the final championship series. Turner's deal gives it up to 50 preseason and regular-season games and up to 26 playoff games through the third round.

BROADCASTING's survey of the NBA's 27 teams reveals that all but five—Boston Celtics, New York Knicks, Chicago Bulls, Milwaukee Bucks and Sacramento Kings—are directly involved in production and sales on at least one medium—broadcast TV, cable or radio (see chart, pages 51-52).

And of those, two are indirectly involved through common ownership of their broadcast or cable outlet. Principals of the Celtics also own the TV and radio stations that broadcast their team. Paramount owns both the Knicks and MSG Network, the regional cable network that carries the games.

Three teams—Los Angeles Lakers, Utah Jazz and Portland Trailblazers—retain all rights and produce for all three media.

The NBA encourages the teams' taking matters into their own hands. According to the Nugget's Hunter, the league gives plenty of advice and the teams communicate among themselves, sharing what works and what doesn't.

The bottom line, of course, is to make more money, says John Kosner, the NBA's vice president, broadcasting. And the vast majority of teams that have taken their games in-house are making more money than they otherwise would have, he says.

"It varies from market to market," says Kosner. "Some are making tons more and others a little more. But every market is, or soon will be, making more" than if they just sold the rights, he says.

The Charlotte Hornets, one of the newest teams in the league, say they bring in about $4.5 million annually with their combination TV-radio-signage-promotion deals.

"We've been ahead of the other leagues in this trend," says Paul Hanson, the NBA's vice president of team services. "Our feeling is if the teams control what goes out over the air, they'll put a little more care into it and maximize the revenue. It's not just another property that the station has."

Ten 10 teams have year-round media promotion campaigns that tie into programs produced outside the games themselves, such as coaches' shows and children's programs, Hanson says.

By taking control of the broadcasts, Hunter says, teams can offer major sponsors broad advertising and marketing packages that not only include TV and radio spots, but also signage within the arena and creative cross-promotional deals.

The Nuggets have a deal with the Safeway supermarket chain that gives the team end-of-aisle displays in the stores. Those displays are used not only to promote the team, but also the goods of other sponsors such as Pepsi and Frito-Lay.

Broadcasters can make out, too. Many of the stations that act as outlets for the team productions sign multi-year deals, which sometimes gives them avails, cash payments or a combination of both. For each Mavericks game it broadcasts, according to the team, KTVT(TV) Fort Worth, Tex., receives more than $10,000 and four minutes of advertising time.

But one team executive said his team tries not to pay anything to the local broadcaster that carries the games. With larger stations, he said, the team tries to offer some inventory

BASKETBALL'S

BROADCASTING's rundown of where to find NBA actio

	BROADCAST TV				CABLE			RADIO			
Team	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	Regional network	# of regular season games	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	Notes
EASTERN CONFERENCE / ATLANTIC DIVISION											
Boston Celtics	WFXT	35-40	0	3/10	SportsChannel New England	H-35 A-14	NA	WEEI (AM)	43	3/10	WFXT is controlled by principals of Celtics.
Miami Heat	WBFS	A-21	7	5/5	SportsChannel Florida	H-35 A-10	NA	WQAM (AM)	4-5	NA	Team retains radio rights.
New Jersey Nets	None	—	—	—	SportsChannel New York	60	2/10	WNEW (AM)	4	1/1	Team retains radio rights.
New York Knicks	None	—	—	—	MSG Network	H-41 A-36	NA	WFAN (AM)	5	1/3	Paramount owns team and MSG Network.
Orlando Magic	WKCF	A-25	6	4/5	Sunshine Network	H-36 A-4	4/5	WDBO (AM)	18	1/3	Team retains broadcast TV and radio rights.
Philadelphia 76ers	WPHL	A-7	0	2/3	Prism SportsChannel Philadelphia	H-35 A-20 A-13	2/8	WIP (AM)	10	2/3	Team retains radio rights.
Washington Bullets	WDCA	A-29	0	NA	Home Team Sports	H-30	NA	WTOP (AM)	15	NA	Team retains radio rights.
EASTERN CONFERENCE / CENTRAL DIVISION											
Atlanta Hawks	WTBS	H-15 A-15	0	NA	SportsSouth	H-10 A-10	1/2	WGST (AM)	25	1/4	Turner owns team and WTBS. WGNX (TV) Atlanta will air 8 gms., 1 yr. deal.
Charlotte Hornets	WJZY	H-4 A-19	10	1/3	SportsSouth	H-1 A-19	3/3	WBT (AM)	33	1/3	Team retains broadcast TV and radio rights.
Chicago Bulls	WGN	H-18 A-12	0	3/5	SportsChannel Chicago	H-28 A-17	NA	WMAQ (AM)	36	2/5	
Cleveland Cavaliers	WOIO	A-20	3	2/3	SportsChannel Ohio	H-22 A-18	NA	WWWE (AM)	34	3/3	Team retains broadcast TV and radio rights.
Detroit Pistons	WKBD	H-17 A-23	5	1/5	Pro-AM Sports	H-23 A-17	1/5	WWJ (AM)	27	2/5	Team retains broadcast TV and radio rights.
Indiana Pacers	WXIN	A-23	4	2/2	Prime Sports Net. Midwest	H-25	3/8	WNDE (AM)	25	1/3	Team retains broadcast TV and radio rights.
Milwaukee Bucks	WCGV	A-30	3	1/3	None	—	—	WTMJ (AM)	37	NA	Team and WTMJ have joint venture featuring graduated rights fees.

or merchandise in lieu of monetary compensation. Network affiliate stations can get as much as 50% of the inventory, he said, depending on the size of the station.

Few teams control their cable telecasts. That may be due to the fact that in most cases there is only one cable network in each market, limiting the leverage teams have in crafting deals. Nonetheless, more teams take over cable production when original rights deals come up for renewal.

The NBA practices what it preaches. For the second consecutive season, the NBA will produce its own network radio package, sell the package to advertising sponsors and market it to stations. The NBA last year became the first professional sports league to produce its own broadcasts.

The league's Sunday game-of-the-week broadcasts begin Jan. 24 and continue through the All-Star game and the playoffs. Playoff coverage includes every game of the regional finals and the NBA Finals.

The league says it expects to exceed last year's lineup of 70 stations that reached roughly 60% of the national radio audience. In addition, the NBA says sponsorships are pacing ahead of last year's levels.

Sponsors for the broadcasts include Jeep, Sheraton Hotels, Dollar, Topps, Nestle and Edge, according to the league.

Like last year, the broadcasts will be produced at the Minnesota Timberwolves' broadcast studio under the direction of NBA Radio executive producer Tom Carelli. ■

LOCAL LINEUP

radio and TV for the upcoming 1992-93 season.

	BROADCAST TV				CABLE			RADIO			
Team	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	Regional network	# of regular season games	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	Notes
WESTERN CONFERENCE / PACIFIC DIVISION											
Golden State Warriors	KPIX KICU	H-2 A-16 H-3 A-20	2	3/3 3/3	SportsChannel Bay Area	H-34 A-2	3/3	KNBR (AM)	0	1/3	Team retains rights to 2-station broadcast TV network and radio.
Los Angeles Clippers	KCOP	H-10 A-26	0	2/5	SportsChannel Los Angeles	H-25 A-10	1/5	KMPC (AM)	7	1/5	Team retains radio rights.
Los Angeles Lakers	KCAL	A-43	4	3/5	Prime Ticket	H-40	NA	KLAC (AM)	18	3/5	Team retains all rights. Prime Ticket and team have common ownership.
Phoenix Suns	KUTP	H-5 A-25	NA	2/5	Arizona Sports Program Net.	H-15 A-5	2/10	KTAR (AM)	12	2/4	Team and KUTP have joint venture. Team retains radio rights.
Portland Trailblazers	KGW	H-1 A-19	0	1/3	Blazer Cable	H-20	NA	KEX (AM)	34	2/6	Team retains all rights.
Sacramento Kings	KRBK	H-5 A-25	0	2/3	Sacramento Cable	4	NA	KFBK (AM)	5	2/3	Sacramento Cable offers 4 games on PPV basis.
Seattle Supersonics	KIRO	A-15	0	NA	Prime Sports Northwest	A-20	3/5	KJR (AM)	19	NA	Team retains broadcast TV rights.
WESTERN CONFERENCE / MIDWEST DIVISION											
Dallas Mavericks	KTVT	H-1 A-24	0	2/2	Home Sports Entertainment	H-40	4/5	WBAP (AM)	37	NA	Team retains broadcast TV and radio rights.
Denver Nuggets	KWGN	H-5 A-19	0	3/3	Prime Sports Network	H-16 A-15	NA	KOA (AM)	20	1/3	Team retains broadcast TV and radio rights.
Houston Rockets	KTXH	A-41	0	5/5	Home Sports Entertainment	H-40	4/5	KTRH (AM)	29	2/7	Team retains radio rights.
Minnesota Timberwolves	KARE KITN	H-3 A-5 H-5 A-12	5	1/1 1/2	Prime Sports Upper Midwest	H-13 A-12	3/5	KFAN (AM)	50	4/6	Team retains broadcast TV and radio rights.
San Antonio Spurs	KSAT	H-2 A-20	NA	NA	Home Sports Entertainment	H-19 A-11	15/15	WOAI (AM)	8	3/5	Team retains broadcast TV and radio rights. HSE offer 24 gms. on PPV.
Utah Jazz	KSTU	H-5 A-20	2	5/5	Prime Sports Network	H-6 A-19	3/3	KISN (AM)	21	3/3	Team retains all rights.

NA—Not Available or Not Applicable H—Home A—Away
Contract status refers to rights deals in cases where team sells rights or time buying deals when team retains rights.
Broadcast TV and radio networks do not include flagship(s).

560 khz; 500 w-D)—Granted app. of assignment of license from Media Resources Group Inc. to Down Home Broadcasting Company, Inc. for $150,000. **Seller** has no other broadcast interests. **Buyer** is headed by Mae K. Hutchins, and has no other broadcast interests. Action Sept. 3.

■ **KCHH(FM) Paradise and KHIP(FM) Hollister, both California** (KCHH: BTCH920220HR; 92.7 mhz; 850 w; ant. 620 ft.; KHIP: BTCH920220HQ; 93.5 mhz; 90 w; ant. 1,519 ft.)—Granted transfer of control of licensee Media Mark Partners Ltd., which is reorganizing to general partnership. Principal Ricardo Ramirez, formerly limited partner, will become 80% general partner. Licensee has no other broadcast interests. Action Aug. 28.

■ **KTHO(AM) South Lake Tahoe, CA** (BA-L920729EB; 590 khz; 2.5 kw-D, 500 w-N)—Granted assignment of license from Emerald Communications Corp. to Emerald Broadcasting Co. Inc.; asset purchase agreement will be filed as amendment in near future. **Seller** is headed by Christian C. Larson, who also has interests in KTMS(AM)-KHTY(FM) Santa Barbara, CA. **Buyer** is headed by Donald C. McBain, and has no other broadcast interests. Action Sept. 9.

■ **WQAI(AM) Fernandina Beach, FL** (BA-L910729EC; 1570 khz; 5 kw-D)—Dismissed app. of assignment of license from B & L Communications Inc. to Global American Enterprises Inc.; purchase agreement to be filed as amendment. **Seller** is headed by Don Bruns, and has no other broadcast interests. **Buyer** is headed by Ronald Crider and Molly M. Snell (100%). Crider holds 19.8% stock in Vail-Aspen Broadcasting Ltd., licensee of KSKE-AM-FM Vail, CO. Snell is 100% stockholder of WMEL(AM) Melbourne, FL. Action Sept. 11.

■ **KIFI-TV Idaho Falls, ID** (BTCCT920717KE; ch. 8; 316 kw-V; 63.1 kw-A; ant. 1,520 ft.)—Granted transfer of control of The Post Co.; application is filed to reflect changes of trust holders. Licensee is headed by Jerry M. Brady, and has no other broadcast interests. Action July 17.

■ **WKHY(FM) Lafayette, IN** (BTCH920615HM; 93.5 mhz; 3 kw; ant.: 282 ft.)—Granted transfer of control of U.S. Broadcasting Inc. to Spacecom Inc.; application is filed concurrently with assignment of license application of U.S. Broadcasting Inc. to Stay Tuned Broadcasting for $1.78 million (see "Changing Hands," June 29), and is intermediate step in that transaction (see below). Action Aug. 31.

■ **WKHY(FM) Lafayette, IN** (BALH920615HF; 93.5 mhz; 3 kw; ant. 282 ft.)—Granted assignment of license from U.S. Broadcasting Inc. to Stay Tuned Broadcasting Corp. for $1.78 million. Application is filed concurrently with transfer of control application whereby **seller** S. Walter Richey will sell his 100% share of licensee to Spacecom Inc., which has provided funds to U.S. Broadcasting. Richey is president of Spacecom, licensee of KQEO(AM)-KMGA(FM) Albuquerque, NM. Spacecom is parent of licensee of KOSO(FM) Patterson and KTHT(FM) Fresno, both California. Richey also has interests in licensee of KQEU(AM) Olympia, WA; and KLBB(AM) St. Paul, MN. **Buyer** is headed by Robert E. Rhea Jr., who is 100% stockholder of licensee of WRRR(AM)-WXRX(FM) Rockford-Belvidere, IL. Action Aug. 31.

■ **WPLB(AM) Greenville, MI** (BAL920724EA; 1380 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Goodrich Broadcasting Inc. to Kortes Communications Inc. for $185,000. **Seller** is headed by Robert Emmett Goodrich, and is licensee of 4 AM's and 4 FM's. **Buyer** is headed by Jeffrey T. Kortes, who is station manager at WPLB. Action Sept. 8.

■ **WMBL(AM) Morehead City, NC** (BAL920720EC; 740 khz; 1 kw-D, 14 w-N)—Granted assignment of license from Eastern Carolina Broadcasting Co. Inc. to WMBL Inc. for $25,000. **Seller** is headed by L. Gene Gray, and is also licensee of WRHT(FM) Morehead City, NC. **Buyer** is headed by Randall A. Hanson, and has no other broadcast interests. Action Sept. 8.

■ **KYKA(FM) Naches, WA** (BTCH920709HB; 96.9 mhz; 5.8 kw; ant. -3.28 ft.)—Granted transfer of control of Mathias Broadcasting Inc. to Donald A. Schrack for $290,000. **Seller** is headed by John Mathias, and has no other broadcast interests. **Buyer** has no other broadcast interests. Action Aug. 27.

ACTIONS

■ **Sacramento, CA** Certified to Commission proceeding for new FM on channel 278A at Sacramento, for comment on questions of law and policy concerning mandatory award of preference for AM daytimer station and comparative preferences cases involving an AM daytimer. (MM docket 89-543 by MO&O [FCC 92R-75] adopted September 2 by Review Board.)

■ **Tallahassee, FL** Notified Dolcom Broadcasting Inc., licensee of WUMX(FM), of its apparent liability in the amount of $18,000 for failure to engage in adequate EEO efforts. (By Notice of Forfeiture [FCC 92-417] adopted August 28 by Commission.)

■ **Union Park and Lake Mary, both Florida** Granted application of Central Florida Educational Foundation for new FM on channel 202C3 at Union Park; denied competing application of Hispanic Broadcast System Inc. for Lake Mary. (MM docket 92-33, by ID [FCC 92D-59] issued September 8 by ALJ Edward J. Kuhlmann).

■ **White City, FL** Dismissed with prejudice for failure to prosecute applications of William F. Peel Jr., Minority Broadcasting Group Ltd. and Sea Oaks Broadcasting for new FM on channel 284A in White City. (MM docket 91-86 by Order [FCC 92R-74] adopted August 31 by Review Board.)

■ **Paducah, KY** Consented to transfer control of Macpherson Broadcasting of Kentucky Inc., permittee of unbuilt station WDKA(TV), from Alexander E. Macpherson to Robert W. Sudbrink, subject to conditions; also granted Macpherson's application to replace station's expired CP. (By MO&O [FCC 92-427] adopted September 4 by Commission.)

■ **Monticello, ME** Ordered licensee of WREM(AM) Monticello to forfeit $10,000 for unauthorized transfer of control. (By MO&O [FCC 92-413] adopted August 28 by Commission.)

■ **Billings, MT** Denied Comanche Enterprises review of staff actions approving transfer of CP for station KPQD-TV from BHC Associates, Ltd. to Big Horn Communications Inc. (By Order [FCC 92-422] adopted August 31 by Commission.)

■ **Dayton, OH** Notified Great Trails Broadcasting Corp., licensee of WGTZ-FM Dayton, of apparent liability for forfeiture in amount of $5,000 for willful violation of Commission's rules by broadcasting telephone conversation without first having provided requisite notice of intent to broadcast conversation. (By Letter [DA-92-1237] adopted September 18 by Chief, Mass Media Bureau).

■ **Germantown, TN** Affirmed grant of Omni Broadcasting Corp.'s application for new FM station on channel 298A in Germantown, TN; in so doing, Commission denied Pederson Communications Limited Partnership's request for reconsideration. (MM docket 88-429 (Report DC-2222, by Commission September 10 by Order [FCC 92-433].)

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,723	937	5,660
Educational FM	1,561	296	1,857
Total Radio	**11,253**	**1,419**	**12,672**
Commercial VHF TV	557	13	570
Commercial UHF TV	585	163	748
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	**1,502**	**190**	**1,692**
VHF LPTV	465	129	594
UHF LPTV	819	861	1,680
Total LPTV	**1,284**	**990**	**2,274**
FM translators	1,913	377	2,290
VHF translators	2,507	81	2,588
UHF translators	2,406	423	2,829

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses

[1] Construction permit

† Penetration percentages are of TV household universe of 92.1 million.

Source: Nielsen, NCTA and Broadcasting's own research

Broadcasting

In Brief

CBS's *Angel Street* became the first show of the new season to have its future cut short. Calling the show's situation tenuous, a Warner Bros. spokeswoman said the show's dim prospects for survival hinged on a strong performance on Saturday night. The show's premiere, which aired out of its time period, got an 11.3 rating/19 share. However, in its first airing in its regular time slot (Saturday, 10-11), the show dropped to a 6.0/12.

The FCC last week told a group of Florida politicians to proceed with discovery in its lowest-unit-charge complaint against WTVT(TV) Tampa, ruling that the group had made a prima facie case that the station may have overcharged in spots. Politicians claim the overcharges total more than $500,000. The case was established using industry rate estimates, which could clear the way for more cases. Politicians' attorney Bobby Kahn said "many thought when the FCC took over jurisdiction on this the complaints would go away; rest assured there will be more to come." WTVT has until Nov. 20 to file an opposition to discovery requests.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 20. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	**12.0/221/98**
2. Jeopardy!	**10.1/209/98**
3. Oprah Winfrey Show	**9.9/234/99**
4. Star Trek	**8.9/225/97**
5. Entertainment Tonight	**7.7/179/95**
6. Inside Edition	**7.0/168/93**
7. Current Affair	**6.8/186/92**
8. Married...With Children	**6.7/182/94**
9. Wheel of Fortune	**5.9/179/73**
10. Cosby Show	**5.8/197/96**
11. Sally Jesse Raphael	**5.2/212/97**
12. Donahue	**4.8/217/98**
13. Geraldo	**4.7/160/95**
13. You Bet Your Life	**4.7/137/87**
15. Hard Copy	**4.5/150/92**

The conference report on the Commerce, Justice and State appropriations bill (H.R. 5678) passed both houses of Congress last Thursday (Oct. 1). A **$128.5 million 1993 appropriation for the FCC** was among the bill's provisions. Congress did not approve the controversial "user fee" provision on commission licensees. President Bush is expected to sign.

KRTY(FM) Los Gatos-San Jose, Calif., was sold by media broker Randolph E. George, receiver, to an affiliate of Empire Broadcasting, controlled by Robert Kieve, for $3.31 million, up from the original agreement of $2.9 million George had with the station's general manager and general sales manager in July. Kieve also controls KLIV(AM)-KARA(FM) San Jose. Broker: Media Venture Partners.

KRON-TV San Francisco bought the rights to the Oakland Athletics' for the 1993-97 baseball seasons. Under the five-year deal, which competing station sources valued at $6.5 million-$7 million per season, the Chronicle Broadcasting-owned NBC affiliate is planning on broadcasting 50-60 games each season. CBS affiliate KPIX-TV previously held the rights. Last February, KRON and KPIX shifted their prime time lineups to start an hour earlier, at 7 p.m., but, according to sources, the former has suffered more significant rating losses for NBC's prime time lineup and the station's 10 p.m. newscast. They say that KRON may seek to preempt NBC's prime time with up to 30 games to make up for revenue losses, particularly if the San Francisco Giants move to Florida in the off-season. KRON President/GM Amy McCombs said that "many" of the games will be played in Eastern and Central time zones, creating a situation where there would be "minimal" prime time preemptions.

The National Religious Broadcasters last Thursday (Oct. 1) **sent a letter to President Bush urging him not to follow through on his promise to veto the cable bill** (S. 12). "Carriage of local Christian stations by cable is essential if many stations are to survive. A veto of this bill would threaten the future of many religious broadcast stations," said NRB Executive Director E. Brandt Gustavson. NRB has been in favor of the bill, especially its must-carry provision, since last winter. But one prominent NRB member company that also often gets President's

'DIVORCE,' ALL AMERICAN STYLE

All American Television will distribute *The New Divorce Court*, an updated version of the syndicated show that debuted in 1957, slating it for first-run strip re-entry in January 1993. Blair Television distributed *Divorce Court* until it dismantled its syndication division, and All American bought out its programing assets in June. Despite its recent decision to discontinue the distribution of *The Howard Stern Show*, All American—through its merger with LBS Communications—also owns the distribution rights to the year-old *Baywatch* weekly syndicated series and longtime first-run game show strip *Family Feud*. All American is planning to produce 90 new *Divorce Court* episodes, featuring a rotating cast of judges and theme week promotions to draw new viewers. The updated half-hour strip, which is being offered on a cash-plus-barter basis, has been sold to WGBO(TV) Chicago, KTVU(TV) San Francisco, WFXT(TV) Boston, KDFI-TV Dallas, WXIA(TV) Atlanta, WBFS(TV) Miami, WMCC-TV Indianapolis and WXMT(TV) Nashville. **—MF**

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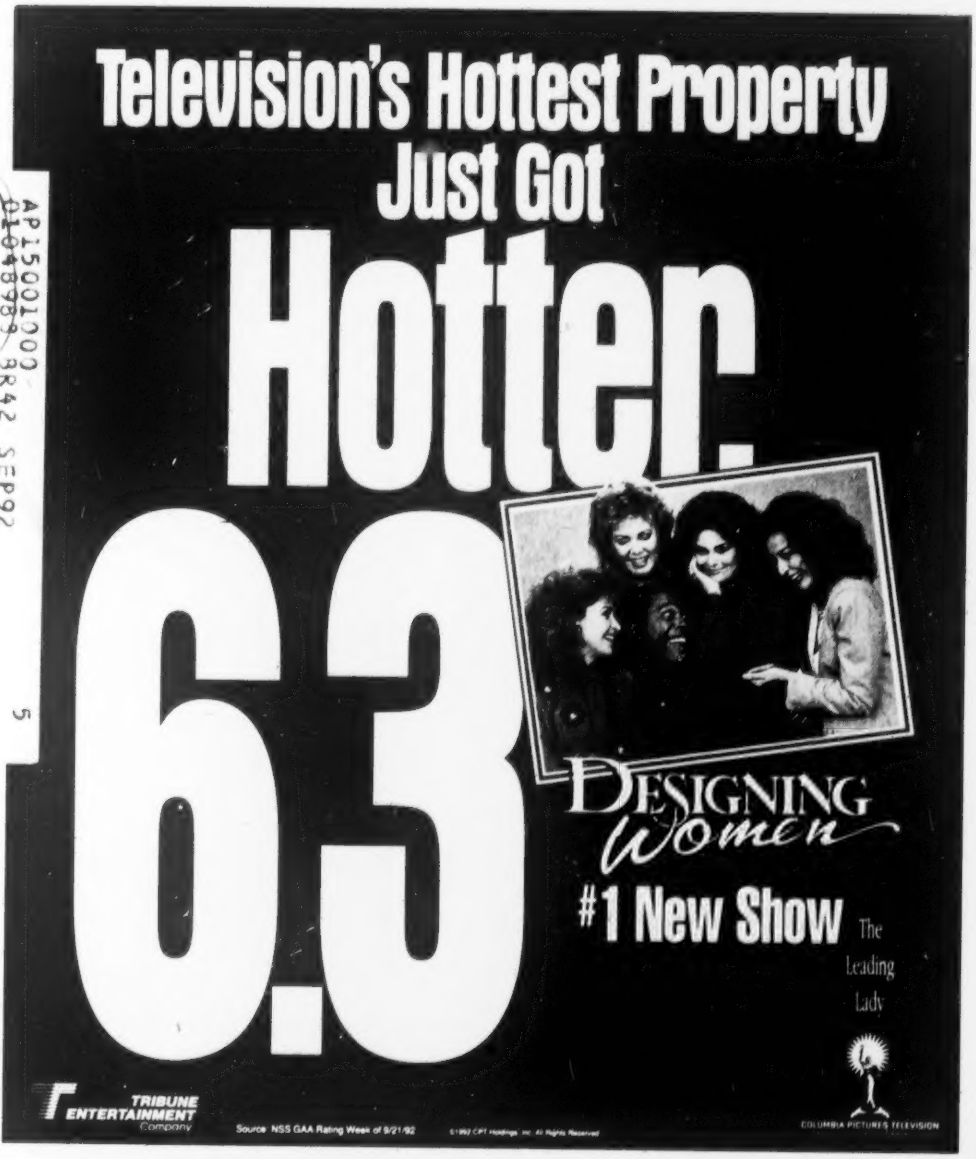
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CABLE BILL IS LAW
WHAT'S AHEAD FOR FCC, TV, CABLE?

gress to sustain a veto. The vote in the Senate was 74-25, an exact duplicate of the vote on the S. 12 conference report two weeks before (BROADCASTING, Sept. 28). The House vote two hours later was 308-114.

With Democrats hoping to embarrass Bush with an override less than a month before the election, and Republicans hoping for a sign of presidential strength, S. 12 sponsors in both houses urged legislators not to let partisanship determine the vote.

"The President is doing what he thinks is correct, and he believes he is opposing overregulation," said ranking Republican Senate Commerce Committee member John Danforth (Mo.), the sponsor of the original S. 12, introduced in January 1991. "I would hope whoever ends up winning this argument does not gloat about it and does not try to rub it in."

FOR MORE NEWS AND REACTION TO THE NEW CABLE LAW, SEE PAGES 32-37

Danforth criticized fellow Commerce Committee member Albert Gore (D-Tenn.), Bill Clinton's vice presidential running mate, for stump speeches claiming Bush was "owned by the cable TV industry."

Nevertheless, Gore could not resist taking a few cracks at Bush after the Senate vote. "George Bush may not be willing to stand with American consumers, but we are," he said.

The Bush veto was officially sent to Capitol Hill Saturday morning, Oct. 3, less than 24 hours before S. 12 would have become law automatically without the President's signature. In his veto message, Bush said S. 12 "illustrates good intentions gone wrong, fallen prey to special interests." He repeated complaints that S. 12 would impose excessive regulation and stall growth of the cable industry.

White House staff and Republican congressional allies spent the weekend pressing for the needed votes to sustain the veto in the Senate, the most likely body to swing the President's way. A Friday (Oct. 2) meeting was held in Senate Minority Leader Bob Dole's (R-Kan.) office with White House Chief of Staff James Baker and eight Republican senators who had voted for the conference report earlier.

On Sunday morning, Bush hosted

This Week

WSVN(TV) has found a new, young audience with its seven hours of fast, flashy news each weekday; above, 'The Buzz' with Laurie Hibberd covers the entertainment beat (p. 24).

REREGULATION ARRIVES / 3

White House lobbying to sustain Bush's veto came close, but no Republican senator would commit to being the crucial 33rd vote. *Also,* the high stakes in retransmission consent.

WEEK TWO: CBS / 14

In the second week of the new season, CBS widened its lead over second-place ABC, but lower-than-expected ratings for the baseball playoffs could narrow the margin.

FORTUNES SHIFT ANEW / 22

KCRA-TV Sacramento is testing an expanded 10 p.m. newscast as part of its prime time programing shift, and first-week results were promising, both for the news show and the later-starting *Tonight Show.*

MIAMI'S NEW WAVE / 24

Since NBC shifted its affiliation away from WSVN(TV) Miami in 1987, the station has found success with a format that includes seven hours of weekday "new wave" news designed to appeal to younger viewers.

REREG MOVES TO FCC / 32

New rate rules and program access should go into effect in six months and retransmission consent in 12, but startup could take longer if the FCC is unable to hold to Congress's timetable. *Also,* a chronology of the legislative events that culminated with the 1992 cable act.

STERN ASCENDANT / 40

Drivetime host Howard Stern moved from fourth to first in Los Angeles, according to the summer Arbitron ratings, giving him a dominant position on the West Coast to match his top showing in New York.

CABLE ACCESS RIGHT DENIED / 42

The U.S. Supreme Court last week let stand a Georgia court ruling denying a cable company's claim to free access rights to private property via utility easements.

HIGH-TECH ROAD TEST / 44

A group of computer, telephone, film and electronic firms have launched an initiative to develop a national information highway architecture and to test technology and demand for interactive multimedia services.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week Sep 28-Oct 4

	ABC	CBS	NBC	FOX
MONDAY	14.3/22	18.2/28	13.9/21	NO PROGRAMING
8:00	75. Young Indiana Jones Chronicles 7.2/12	13. Evening Shade 16.3/26	17. Fresh Prince 15.0/24	
8:30		10. Hearts Afire 17.2/26	22. Blossom 14.1/21	
9:00	11. NFL Monday Night Football—Los Angeles Raiders vs. Kansas City Chiefs 17.0/29	2. Murphy Brown 21.5/31	25. NBC Monday Night Movies—Fergie & Andrew 13.6/21	
9:30		8. Love and War 17.3/26		
10:00		7. Northern Exposure 18.3/29		
10:30				
TUESDAY	15.9/26	14.7/24	11.6/19	NO PROGRAMING
8:00	16. Full House 15.5/26	20. Rescue: 911 14.6/24	42. Quantum Leap 11.1/18	
8:30	15. Hangin w/Mr. C 15.6/25			
9:00	1. Roseanne 23.2/35	19. CBS Tuesday Movie—Child of Rage 14.7/24	31. Reasonable Doubts 11.9/19	
9:30	5. Coach 19.1/29			
10:00	42. Going to Extremes 11.1/19			
10:30				
WEDNESDAY	12.2/20	16.0/25	11.8/19	7.1/11
8:00	38. Wonder Years 11.4/19	74. Hat Squad 7.5/12	17. Unsolved Mysteries 15.0/25	70. Beverly Hills 90210 8.0/13
8:30	34. Doogie Howser 11.7/19			
9:00	8. Home Improvmt 17.3/26	3. Country Music Awards 20.3/32	38. Seinfeld 11.4/17	88. Melrose Place 6.2/9
9:30	36. Laurie Hill* 11.5/17		47. Mad About You 10.8/16	
10:00	50. Civil Wars 10.6/18		61. Law and Order 9.4/16	
10:30				
THURSDAY	10.1/17	10.1/17	12.2/21	8.1/13
8:00	64. Delta 8.7/15	29. Top Cops 12.0/20	58. A Different World 9.9/17	32. Simpsons 11.8/20
8:30	73. Room For Two 7.7/13		62. Rhythm and Blues 8.9/15	55. Martin 10.2/17
9:00	64. Homefront 8.7/14	29. Street Stories 12.0/19	11. Cheers 17.0/27	94. The Heights 5.2/8
9:30			23. Wings 14.0/23	
10:00	26. Primetime Live 13.3/24	84. Middle Ages 6.3/11	35. A Word From Our Sponsor 11.6/21	
10:30				
FRIDAY	11.6/22	10.2/19	6.8/13	6.1/11
8:00	41. Family Matters 11.2/22	32. Golden Palace 11.8/23	83. Final Appeal 6.5/13	81. America's Most Wanted 6.7/13
8:30	36. Step By Step 11.5/22	49. Major Dad 10.7/20	84. What Happened? 6.3/12	
9:00	53. Dinosaurs 10.3/19	52. Designing Wmn 10.4/19	75. The Round Table 7.2/13	82. Sightings 6.6/12
9:30	68. Camp Wilder 8.6/16	50. Bob 10.6/20		98. Likely Suspects 4.2/8
10:00	24. 20/20 13.9/27	64. Picket Fences 8.7/17	80. I'll Fly Away 6.8/13	
10:30				
SATURDAY	7.4/15	6.7/13	9.7/19	7.7/15
8:00	84. Covington Cross 6.3/12	89. Frannie's Turn 6.1/12	77. Here and Now 7.1/14	62. Cops 8.9/18
8:30		91. Brooklyn Bridge 6.0/11	71. Out All Night 7.9/15	60. Cops 2 9.6/18
9:00	92. Crossroads 5.6/11	72. Raven 7.8/15	28. Empty Nest 12.2/23	79. Code 3 7.0/13
9:30			44. Nurses 10.9/21	93. The Edge 5.3/10
10:00	53. The Commish 10.3/21	84. Angel Street 6.3/13	58. Sisters 9.9/20	
10:30				
SUNDAY	10.5/17	17.6/29	8.8/14	8.3/14
7:00	64. Life Goes On 8.7/14	4. 60 Minutes 20.0/35	84. Secret Service 6.4/11	97. Great Scott* 4.3/8
7:30				96. Ben Stiller Show 4.4/7
8:00	27. Am Fun Home Vid 12.5/19	6. Murder, She Wrote 18.4/28	69. I Witness Video 8.4/13	38. In Living Color 11.4/18
8:30	44. Am Fun People 10.9/16			44. Martin 10.9/16
9:00	47. ABC Sunday Night Movie—Exclusive 10.8/17	14. CBS Sunday Movie—Danger of Love 15.9/26	55. NBC Sunday Night Movie—My Blue Heaven 10.2/16	21. Married w/Chldn 14.3/22
9:30				57. Herman's Head 10.1/16
10:00				89. Flying Blind 6.1/10
10:30				95. Woops! 5.0/9
WEEK'S AVGS	12.8/21	13.8/23	11.3/19	7.1/12
SSN. TO DATE	12.2/21	13.4/22	11.4/19	7.4/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

NEW YORK CONNECTS TO VIDEO DIALTONE

Wireless operator Liberty will use phone company's fiber optic lines starting in January

By Rich Brown

If all goes according to plan, video dialtone will become a reality in New York City in January 1993 as the result of an agreement reached between New York Telephone and wireless operator Liberty Cable Television of Manhattan.

A deal struck between the companies will enable Liberty to deliver programing via New York Telephone's fiber optic cables to two apartment buildings already served by Liberty. The year-long test is expected to involve about 2,000 customers.

"The cable industry likes to think it holds the key to the future," says Peter Price, president, Liberty Cable. "The systems they've been testing are yesterday's news."

Details on exactly how the system would work have so far been sketchy. Richard Aurelio, president of Time Warner's New York City Cable Group, Liberty's chief rival, says he questions if the planned system will be more advanced than Time Warner's own ground-breaking 150-channel Quantum fiber optics system in the city.

New York Telephone
A NYNEX Company

"We welcome the telcos embracing the architecture that we have pioneered in Quantum," says Aurelio. "Since they haven't explained how they will achieve true video-on-demand, one has to be suspicious about it."

It was less than three months ago that the Federal Communications Commission unanimously approved an order allowing telcos to transmit video for programers-customers on a common-carrier basis without having to obtain a municipal cable franchise. In compliance with the FCC regulations, New York Telephone is making its video dialtone service available at the request of any cable operator or video programer. New York Telephone is currently holding talks with interested partners other than Liberty, according to a company spokesman, who declined to elaborate.

The partners in the Liberty experiment say the test should not require much in the way of a system overhaul. According to Price, a "smart" chip will probably be placed into the customer's existing program converter or into the customer's telephone. As for the fiber, New York Telephone al-

THIRD-QUARTER CABLE NETWORK RATINGS: 1992 VS. 1991

	Prime Time				Full Day			
	3Q 1992		3Q 1991		3Q 1992		3Q 1991	
Network	*Rating*	*HH*	*Rating*	*HH*	*Rating*	*HH*	*Rating*	*HH*
WTBS	2.4	1,441,000	2.2	1,246,000	1.4	824,000	1.3	776,000
USA	2.3	1,382,000	2.3	1,314,000	1.1	670,000	1.2	705,000
TNT	1.9	1,069,000	1.9	1,030,000	0.9	543,000	0.9	514,000
ESPN	1.7	1,031,000	2.2	1,267,000	0.8	482,000	0.9	507,000
CNN	1.2	747,000	0.9	531,000	0.7	407,000	0.6	331,000
Nick at Nite	1.2	684,000	1.1	611,000	0.8	475,000	0.7	390,000
Lifetime	1.2	684,000	1.2	648,000	0.6	336,000	0.6	320,000
Nashville	1.1	596,000	1.1	607,000	0.5	294,000	0.5	292,000
Nickelodeon	—	—	—	—	1.2	675,000	1.2	653,000
Discovery	0.9	498,000	0.9	505,000	0.5	296,000	0.5	275,000
Family	0.8	437,000	0.7	382,000	0.6	331,000	0.6	306,000
A&E	0.8	436,000	0.7	386,000	0.5	247,000	0.4	215,000
MTV	0.6	340,000	0.7	370,000	0.5	278,000	0.6	314,000
HLN	0.3	152,000	0.3	155,000	0.3	155,000	0.3	150,000
VH-1	0.3	134,000	0.3	121,000	0.2	96,000	0.2	88,000
CMT	0.5	81,000	0.4	64,000	0.4	71,000	0.4	55,000

Notes: Figures are network estimates. All data supplied by an outside source based on Nielsen Media Research. Ratings based on coverage area of each network, not entire TV universe. USA's prime time is 7-11 p.m.; Family's is 7-10 p.m.; Discovery's and TNN's full day is 9 a.m.-3 a.m.; Lifetime's and Family's is 7 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; Nickelodeon's is 6 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-6 a.m.

Superstation WTBS(TV) Atlanta topped the basic cable competition during the third quarter of 1992 by averaging a 1.4 full-day Nielsen rating, a rise Turner Broadcasting attributed to the success of its movies and the National League East division-winning performance of the Atlanta Braves.

Braves baseball alone averaged a 2.6 rating/4.9 share, a 13% increase in ratings and a 20% increase in homes delivered over third-quarter 1991. The network's *Award Theater* averaged a 3.2/10.3, a ratings increase of 18% and an increase of 21% in households. Overall, the 1,441,000 households that were tuned to TNT during prime time marked the highest ever third-quarter average for the network.

Most of the cable networks remained relatively stable with the exception of ESPN, which saw its prime time ratings dip from 2.2 to 1.7 in a year-to-year third-quarter comparison. **—RB**

Broadcasting

Radio

HOWARD STERN RULES BOTH COASTS

Syndicated show vaults past 'Mark and Brian' in Los Angeles, pulls station into top 10

By Peter Viles

The Outrageous One is now No. 1 in both New York and Los Angeles.

Howard Stern, undisputed king of shock radio, pulled a remarkable bicoastal triumph in the summer Arbitron survey, dominating morning drive in the nation's two largest markets. In New York, on Infinity's WXRK(FM), Stern pulled a 9.5 share (average quarter hour, persons 12-plus), up from 8.3 in the spring book.

And in Los Angeles, on Greater Media's KSLX(FM), Stern vaulted from fourth to first, increasing his 12-plus share from 5.3 to 6.4 and blowing past market leaders Mark & Brian (starring Mark Thompson and Brian Phelts) of KLOS(FM), who dropped from a 6.2 to a 5.6 share.

The number-one ranking comes just one year after Stern's debut in Los Angeles, and will likely entice more stations to consider airing his syndicated program. The show, which was once dismissed as a raunchy New York phenomenon that would offend listeners elsewhere, will enter its eighth market this week when Chicago's WLUP(AM) begins airing it.

Stern was expected to announce plans for his standard celebration of market dominance: a funeral parade in Los Angeles to bury the morning team he surpassed.

Stern's morning performance helped lift KLSX from a 3.3 share to a 4.0, and from 12th to fourth in the market in total week 12-plus listenership, marking the station's first top-10 ranking since 1987.

"We went up in all dayparts, including nights and weekends," said Jim Freeman, KLSX's vice president and general manager. "Stern definitely led the charge. I think he helped the entire station, and not just his daypart."

Summer Arbitrons from Stern's other markets—Washington, Baltimore and Philadelphia—had not been issued at press time. Since the summer ratings period began, Stern has added Cleveland, Dallas and, effective this week, Chicago.

The summer Arbitron surveys for New York, Los Angeles and Chicago showed several other trends, among them:

- Chicago's longtime market leader, Tribune's WGN(AM), lost the top ranking to Gannett's WGCI(FM). WGN appeared to lose listeners to AM talk rival WLUP, which moved up into the top 10.
- The market leaders in New York and Los Angeles solidified their top spots. Urban-formatted WRKS(FM) New York drew a 6.6 share, while KOST(FM) Los Angeles drew a 5.2.
- Two prominent Spanish-language stations in Los Angeles fared poorly. KLVE(FM) dropped from a 4.4 share to 3.5, and from third in the market to 11th. And KWKW(AM) dropped from a 3.4 to a 1.9, and from 11th to 23rd.
- Talk stations fared well in New York, as WABC(AM) and WOR(AM) both jumped into the top 10.
- The big gainers in Los Angeles were Greater Media's KLSX and Infinity's KROQ(FM), which vaulted from 14th in the market into a tie for fourth. ■

SUMMER ARBITRON RATINGS

Station	*Format*	*Spring Share (Rank)*	*Summer Share (Rank)*
New York (Market Size: 1)			
WRKS(FM)	**Urban**	**5.6 (1)**	**6.6 (1)**
WLTW(FM)	**Soft AC**	**5.2 (2)**	**5.1 (2)**
WCBS(FM)	**Oldies**	**5.0 (3)**	**5.0 (3)**
WXRK(FM)	**Classic Rock**	**4.5 (4)**	**4.7 (4)**
WBLS(FM)	**Urban**	**4.3 (5)**	**4.4 (5)**
WABC(AM)	**Talk**	**3.4(11)**	**4.2 (6)**
WPAT(AM/FM)	**Easy**	**4.5 (4)**	**3.8 (7)**
WINS(AM)	**News**	**3.7 (9)**	**3.8 (7)**
WOR(AM)	**Talk**	**3.2(12)**	**3.8 (7)**
WHTZ(AM)	**CHR**	**4.0 (7)**	**3.6(10)**
WNEW(FM)	**AOR**	**3.1(13)**	**3.6(10)**
Los Angeles (2)			
KOST(FM)	**Soft AC**	**5.0 (1)**	**5.2 (1)**
KPWR(FM)	**CHR**	**4.2 (5)**	**4.4 (3)**
KIIS(AM/FM)	**CHR**	**4.5 (2)**	**4.2 (2)**
KLSX(FM)	**Classic Rock**	**3.3(12)**	**4.0 (4)**
KROQ(FM)	**New Rock**	**3.1(14)**	**4.0 (4)**
KRTH(FM)	**Oldies**	**4.1 (6)**	**3.9 (6)**
KKBT(FM)	**Urban**	**3.8 (9)**	**3.8 (7)**
KABC(AM)	**Talk**	**4.4 (3)**	**3.7 (8)**
KLOS(FM)	**AOR**	**4.0 (7)**	**3.6 (9)**
KTNQ(AM)	**Spanish**	**3.2(13)**	**3.6 (9)**
Chicago (3)			
WGCI(FM)	**Urban**	**7.3 (2)**	**7.2 (1)**
WGN(AM)	**MOR/Talk**	**7.6 (1)**	**6.8 (2)**
WBBM(FM)	**CHR**	**5.7 (3)**	**5.6 (3)**
WUSN(FM)	**Country**	**5.5 (4)**	**4.3 (4)**
WVAZ(FM)	**Urban**	**4.4 (6)**	**4.2 (5)**
WBBM(AM)	**News**	**3.9 (7)**	**4.0 (6)**
WJJD(AM)	**Stndrds**	**3.7 (8)**	**4.0 (6)**
WWBZ(FM)	**AOR**	**4.6 (5)**	**3.7 (8)**
WLIT(FM)	**AC**	**3.4 (9)**	**3.6 (9)**
WXRT(FM)	**AOR**	**3.3(10)**	**3.5(10)**
WLUP(AM)	**News/ Talk**	**2.9(15)**	**3.5(10)**

Source: Arbitron summer survey; total week, AQH, 12-plus; copyright 1992.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$5,950,000** □ **3**
FM's □ **$19,467,580** □ **13**
AM-FM's □ **$11,855,000** □ **4**
TV's □ **$3,500,000** □ **1**
Total □ **$40,772,580** □ **21**

1992 to Date:

AM's □ **$176,527,784** □ **181**
FM's □ **$351,339,707** □ **208**
AM-FM's □ **$242,354,846** □ **125**
TV's □ **$1,385,937,087** □ **48**
Total □ **$2,156,159,424** □ **562**

For 1991 total see Jan. 27, 1992 BROADCASTING.

Oklahoma City. **Buyer** is headed by John M. Thomas, and is owned by The R. Hernreich 1987 Family Trust. KPOM-TV is NBC affiliate on ch. 24 with 2,510 kw visual, 251 kw aural and antenna 1,040 feet above average terrain.

KRTY(FM) Los Gatos-San Jose, Calif. □ Sold by Randolph E. George, receiver, to affiliate of Empire Broadcasting Corp. for $3.31 million. Deal for station in July for $2.9 million was not consummated. **Seller** is media broker, who was recently receiver for KCKK(FM) Kanab, Utah. **Buyer** is headed by Robert Kieve, who also has interests in KLIV(AM)-KARA(FM) San Jose. KRTY has country format on 95.3 mhz with 370 w and antenna 860 feet above average terrain. *Broker: Media Venture Partners.*

WHDH(AM) Boston □ Sold by WHDH-AM Inc. to Atlantic Radio Corp. for $3 million. **Seller** is also licensee of WHDH-TV Boston. **Buyer** is headed by Joseph L. Winn, and is licensee of two AM's and two FM's. WHDH is fulltimer with talk format on 850 khz with 50 kw.

KGIL(AM) San Fernando (Los Angeles), Calif. □ Sold by Buckley Communications Inc. to Mount Wilson FM Broadcasters Inc. for $2.5 million cash. **Seller** is headed by Richard D. Buckley, and is also licensee of KMGX(FM) San Fernando. It is subsidiary of Buckley Broadcasting Corp., licensee of six AM's and eight FM's. **Buyer** is headed by Saul Levine, and is licensee of KKGO-FM Los Angeles, KJQI(AM) Costa Mesa and KSUR-AM-FM Soledad-Greenfield, all California, and KILA(AM)-KRTR-FM Mauniwili-Kailua (Honolulu), Hawaii. KGIL is fulltimer with news-talk format on 1260 khz with 5 kw. *Broker: Ray Stanfield & Associates.*

KALL-AM-FM Salt Lake City □ Sold by Communications Investment Corp. to Apollo Radio of Salt Lake City Inc. for $1.88 million. **Seller** is headed by George C. Hatch, and also has interests in KVEL(AM)-KLCY-FM Vernal and KUTV(TV) Salt Lake City, both Utah. **Buyer** is headed by William L. Stakelin, and has interests in one AM and four FM's, including KKAT(FM) Ogden (Salt Lake City), Utah. KALL(AM) has AC, news format on 910 khz with 5 kw day and 1 kw night. KALL-FM has oldies format on 94.1 mhz with 40 kw and antenna 3,030 feet above average terrain.

WVEM(FM) Springfield, Ill. □ Sold by Daniel Menghini to Saga Communications for $1.5 million. **Seller** has no other broadcast interests. **Buyer** is headed by Edward Christian, and is also buying WIXY(FM) Champaign, Ill. (see below). It is licensee of six AM's and nine FM's, including WYMG(FM) Springfield, Ill. WVEM has AC format on 101.9 mhz with 50 kw and antenna 300 feet above average terrain. *Broker: Gary Stevens & Co.*

KORK(AM)-KYRK-FM Las Vegas □ Sold by Anchor Media Ltd. to Lotus Broadcasting Corp. for $1.425 million. **Seller** is also licensee of two AM's, two FM's and four TV's. **Buyer** is headed by Howard A. Kalmenson, and is subsidiary of Lotus Communications Corp., licensee of seven AM's and six FM's. KORK has big band format on 920 khz with 5 kw day and 500 w night. KYRK-FM has CHR format on 97.1 mhz with 50 kw and antenna 1,950 feet above average terrain. *Broker: Star Media Inc.*

KTIE(FM) Bakersfield, Calif. □ Sold by Moosey Communications Inc. to Buck Owens Production Co. Inc. for $900,000. **Seller** is headed by Margaret Garza, and has no other broadcast interests. **Buyer** is headed by Alvis E. Owens Jr., and is licensee of two AM's, two FM's and one TV. Michael L. Owens, officer and director of assignee, has interests in KGEE(FM) Monahans, Tex. KTIE has country format on 107.1 mhz with 6 kw and antenna 164 feet above average terrain.

For other proposed and approved sales see "For the Record," page 56.

SOLD!

WPRD-AM/WMGF-FM, Orlando, Florida and WFYE-AM, Jacksonville, Florida have been sold by Metroplex Communications, Norman Wain, CEO and Robert Weiss, COO to Paxson Enterprises, Inc., Lowell W. Paxson, Principal for $7,175,000.

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(see "Broadcasting," Aug. 24). Sale includes WUSN(FM) Chicago and WZGC(FM) Atlanta (see above). **Seller** is headed by Dan Douglas, and is also licensee of one AM and three FM's. **Buyer** is headed by Mel Karmazin, and is licensee of seven AM's and eleven FM's. Filed Sept. 21.

■ **WHDH(AM) Boston** (BAL920917EE; 850 khz; 50 kw-U)—Seeks assignment of license from WHDH-AM Inc. to Atlantic Radio Corp. for $3 million. **Seller** is also licensee of WHDH-TV Boston. **Buyer** is headed by Joseph L. Winn, and is licensee of two AM's and two FM's. Filed Sept. 17.

■ **KZLS(FM) Billings, MT** (BALH920909HK; 97.1 mhz; 35 kw; ant. 295 ft.)—Seeks assignment of license from Mountain West Broadcast Investments Inc. to Land Development Inc. for assumption of debt. **Seller** is headed by Richard L. Frankovic, and is also licensee of KUUS(AM) Billings, MT. **Buyer** is headed by Raymond A. Blackman and is owned by Citizens Development Co.; it has no other broadcast interests. Filed Sept. 9.

■ **KORK(AM)-KYRK-FM Las Vegas** (AM: BAL920917EA; 920 khz; 5 kw-D, 500 w-N; FM: BALH920917EB; 97.1 mhz; 50 kw; ant. 1,950 ft.)—Seeks assignment of license from Anchor Media Ltd. to Lotus Broadcasting Corp. for $1.425 million. **Seller** is also licensee of two AM's, two FM's and four TV's. **Buyer** is headed by Howard A. Kalmenson, and is subsidiary of Lotus Communications Corp., licensee of seven AM's and six FM's. Filed Sept. 17.

■ **KIVA(AM)-KRZQ(FM) Corrales, NM** (AM: BAL920918ED; 1310 khz; 5 kw-D, 500 w-N; FM: BALH920918EE; 105.1 mhz; 100 kw; ant. 1,937 ft.)—Seeks assignment of license from Star Management of New Mexico Inc. to Progressive Broadcasting Inc. for $850,000. **Seller** is headed by Carl C. Tutera, and has no other broadcast interests. **Buyer** is headed by Peter Baumann, and is licensee of KLSK(FM) Santa Fe, NM. Filed Sept. 18.

■ **WKQT(FM) Newport, NC** (BAPLH920921HI; 103.3 mhz; 100 kw; ant. 600 ft.)—Seeks assignment of CP from Recycled Radio Co. Inc. to New East Communications Inc. for $262,581. **Seller** is headed by Bruce R. Naegelen, and has interests in WBTB(AM) Beaufort, NC. **Buyer** is headed by Henry W. Hinton Jr., and is licensee of WCZI(FM) Washington, NC. Filed Sept. 21.

■ **WKZL(FM) Winston-Salem, NC** (BAPLH920916GE; 107.5 mhz; 100 kw; ant. 500 ft.)—Seeks assignment of license from HaPa Inc. to Dick Broadcasting Co. Inc. of Tennessee for $6.5 million. Assignment includes WGFX(FM) Gallatin, TN (see below). **Seller** is headed by Victor H. Rumore, who has interests in KFRR(AM) Englewood, CO. **Buyer** is headed by James A. Dick, who has interests in three AM's and four FM's. Filed Sept. 16.

■ **KZBB(FM) Poteau, OK** (BALH920903HJ; 97.9 mhz; 100 kw; ant. 2,000 ft.)—Seeks assignment of license from Arrow Communications Inc. to Arklahoma Communications Co. for $355,000. **Seller** is headed by William R. Rice, receiver, and is also receiver for WTNW(AM)-WFFX(FM) Tuscaloosa, AL ("Changing Hands," Sept. 28). It is also licensee of one AM and four FM's for which Rice is also receiver. **Buyer** is headed by George Hochman, who is 14.3% shareholder of licensee of two AM's and three FM's. Filed Sept. 3.

■ **WLVH(FM) Hardeeville, SC (Savannah, GA)** (BALH920918HY; 101.1 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from Jessup Broadcasting Ltd. to Savannah Radio Partners; asset purchase agreement will be filed as amendment in near future. **Seller** has no other broadcast interests. **Buyer** is headed by Benjamin M. Tucker. Opus Media Group Inc., general partner of assignee, is licensee of WSOK(AM)-WAEV(FM) Savannah, GA. It is also licensee of WKXI(AM)-WTYX(FM) Jackson, MS, with LMA agreement with WKXI(FM) Magee (Jackson), MS. Filed Sept. 18.

■ **WGFX(FM) Gallatin, TN** (BALH920916HC; 104.5 mhz; 49 kw; ant. 1,312 ft.)—Seeks assignment of license from HaPa Inc. to Dick Broadcasting Co. Inc. of Tennessee for $6.5 million (see WKZL[FM] Winson-Salem, NC, above). Filed Sept. 16.

■ **KALL-AM-FM Salt Lake City** (AM: BAL920916EC; 910 khz; 5 kw-D, 1 kw-N; FM: BALH920916ED; 94.1 mhz; 40 kw; ant. 3,030 ft.)—Seeks assignment of license from Communications Investment Corp. to Apollo Radio of Salt Lake City Inc. for $1.88 million. **Seller** is headed by George C. Hatch, and also has interests in KVEL(AM)-KLCY-FM Vernal and KUTV(TV) Salt Lake City, both Utah. **Buyer** is headed by William L. Stakelin, and has interests in one AM and four FM's, including KKAT(FM) Ogden (Salt Lake City), UT. Filed Sept. 16.

■ **KYSN(FM) East Wenatchee, WA** (BALH920916HL; 97.7 mhz; 3 kw; ant. -150 ft.)—Seeks assignment of license from Stephenson Broadcasting Inc. to Sunbrook Wenatchee Ltd. for $230,000. **Seller** is headed by Brian L. Stephenson, and has no other broadcast interests. **Buyer** is headed by Danny L. Sollom, and is licensee of KXAA(FM) Rock Island, WA. Limited partner Sunbrook Communications II recently sold KAAR(FM) Medical Lake, Wash., and KCSJ(AM) Pueblo, Colo. ("Changing Hands," Aug. 3). General Partner of assignee is Sunbrook Communications Corp., general partner of Sunbrook Communications Ltd., licensee of four AM's and four FM's. Filed Sept. 16.

NEW STATIONS

Applications

■ ***Cedar Creek, FL** (BPED920918MC)—Cedar Creek Public Radio Inc. seeks 89.5 mhz; 3 kw; ant. 91 m. Address: 1688 Yellowstone, Cocoa, FL 32922. Applicant is headed by Daniel Murphy, and is licensee of WEJF(AM) Palm Bay, FL. Filed Sept. 18.

■ **St. Augustine Beach, FL** (BPH920914ME)—Visitor Information Radio of Florida Inc. seeks 105.5 mhz; 6 kw; ant. 98 m. Address: P.O. Box 5102; St. Augustine, FL 32085. Applicant is headed by C. Lockwood Smith, and has no other broadcast interests. Filed Sept. 14.

■ **St. Augustine Beach, FL** (BPH920915MB)—Carl C. Tutera seeks 105.5 mhz; 3 kw; ant. 100 m. Address: 357 Ocean Shore Blvd., Ormond Beach, FL 32176. Applicant is selling KIVA(AM)-KRZQ(FM) Corrales, NM (see "Ownership Applications," above). He also owns licensee of KZRQ-FM, Santa Fe, NM. Filed Sept. 15.

■ ***Houghton, MI** (BPED920928MA)—Michigan Technological University seeks 91.9 mhz; .1 kw; ant. 5.4 m. Address: West Wadsworth Hall, Houghton, MI 49931. Applicant is headed by Curtis J. Tompkins, and has no other broadcast interests. Filed Sept. 28.

■ ***Calverton-Roanoke, NY** (BPED920928MC)—Sabbath Inc. seeks 107.3 mhz; 6 kw; ant. 41 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill, and has no other broadcast interests. Filed Sept. 28.

■ **Calverton-Roanoke, NY** (BPH920928MD)—John Rose seeks 105.3 mhz; 6 kw; ant. 89 m. Address: 59 Sunset Avenue, Selden, NY 11784. Applicant is also seeking FM at Westhampton, NY (see below). Filed Sept. 28.

■ ***Southampton, NY** (BPED920925MA)—Connecticut Public Broadcasting Inc. seeks 92.9 mhz; 6

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,723	937	5,660
Educational FM	1,561	296	1,857
Total Radio	**11,253**	**1,419**	**12,672**
Commercial VHF TV	557	13	570
Commercial UHF TV	585	163	748
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	**1,502**	**190**	**1,692**
VHF LPTV	465	129	594
UHF LPTV	819	861	1,680
Total LPTV	**1,284**	**990**	**2,274**
FM translators	1,913	377	2,290
VHF translators	2,507	81	2,588
UHF translators	2,406	423	2,829

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses

[1] Construction permit

† Penetration percentages are of TV household universe of 92.1 million

Source: Nielsen, NCTA and Broadcasting's own research

Broadcasting

In Brief

WADB(FM) Point Pleasant, N.J., was sold by Pleasant Broadcasters Inc., headed by Adamant Brown, to Seawood Broadcasters Inc. **for $4 million.** Buyer is headed by former radio group owner Arthur Shadek. *Broker: Gary Stevens & Co.*

KIVA(AM)-KZRQ(FM) Corrales, N.M. (Albuquerque), was sold by Star Management of New Mexico Inc., headed by Carl C. Tutera, to Progressive Broadcasting Inc. **for $850,000.** Buyer, headed by Peter Baumann, is also licensee of KLSK(FM) Santa Fe, N.M.

KKJZ(AM) Santa Barbara, Calif., was sold by Cutler Productions Inc., headed by Ron Cutler, to Seaview Broadcasting Inc. **for $450,000.** Buyer is headed by Manuel A. Cabranes, who has interests in KWNK(AM) Simi Valley, Calif. *Broker: Hogan & Feldman Inc.*

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 27. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	12.8/221/97
2.	Star Trek	11.0/244/99
3.	Jeopardy!	10.6/211/98
4.	Oprah Winfrey Show	10.1/235/99
5.	Entertainment Tonight	8.2/178/94
6.	Current Affair	7.5/179/95
7.	Married...With Children	7.3/182/96
8.	Inside Edition	7.2/166/94
9.	Wheel of Fortune	5.8/181/75
10.	Cosby Show	5.5/198/95
10.	Donahue	5.5/219/99
12.	Sally Jessy Raphael	5.2/218/98
13.	Hard Copy	4.8/181/92
14.	American Gladiators	4.7/203/98
14.	You Bet Your Life	4.7/137/87

WHAT VIEWERS SAY VERSUS WHAT THEY WATCH

The relative popularity of TV stations will likely be a bargaining point in retransmission-consent negotiations. On that subject, a new *TV Guide* poll said that TV viewers care less about broadcast stations than their recorded viewing would suggest. Asked if they had to choose between watching only "broadcast television stations, such as ABC, CBS, NBC and Fox," or "cable television stations, such as CNN, ESPN, HBO and TBS," 56% of respondents said they would choose cable, while only 39% said broadcasting (5% were not sure).

Network news also fared poorly in the survey. Asked whom they trusted more "to provide reliable and accurate news," 46% of those polled gave the nod to local news, while 37% chose network news programs—9% said they were equal, 5% said neither and 3% were not sure. Almost half of those polled, 45%, said they would find it "acceptable" if the three broadcast networks discontinued their "national news programs," forcing them to rely on CNN and C-SPAN, with 4% saying it wouldn't make any difference—47% found it "unacceptable," while 4% weren't sure.

Peter Hart, whose research firm conducted the national survey of 1,007 adults for the magazine, was not available to explain why the survey results differed significantly from what actual television ratings seem to indicate.

But the poll also found Americans value television highly—46% said they would refuse to give up watching TV for anything under $1 million, while another 25% said that even that figure wouldn't be enough. Those polled also said "excessive violence" on the tube was more objectionable (46%) than "sex scenes that are too explicit" (24%) and 23% said both were equally objectionable. **—SM,GF**

***Final Appeal* and *What Happened?*,** two of NBC's new reality series **will be pulled** from the lineup following their Oct. 23 airing. *Final Appeal* will have seven episodes left from a 13-episode order. The remaining episodes may be folded into episodes of *Unsolved Mysteries*, from which the new show was culled. The four remaining episodes of *What Happened?* may return later as a series of one-hour specials. The network remains undecided on whether Aaron Spelling's *The Round Table*, also on Friday, will receive its back-end order.

CBS and NBC have refused to let their reporters serve as moderators or panelists for the presidential and vice presidential debates, citing displeasure in allowing the political campaigns to have authority to choose and reject journalists. For the first presidential debate this past Sunday, PBS's Jim Lehrer moderated, and the panel consisted of ABC News's White House correspondent Ann Compton; John Mashek, a White House reporter for the *Boston Globe*, and freelancer Sander Vanocur, formally an economic reporter at ABC and NBC. The second debate—between the vice presidential candidates—on Tuesday, Oct. 12, will have a sole moderator—expected to be Hal Bruno, ABC News political director.

The FCC tentatively awarded pioneer preference status to Cox Enterprises, American Personal Communications (70% owned by The Post Co.) **and Omnipoint Communications for eventual personal communications services licensing.** At the same time, Cablevision Systems Corp. and Associated PCN Co. (APCN) each announced major market PCS test plans they say will demonstrate to the FCC interference-free frequency sharing

C1800-14

OCT 19

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[illegible] YEAR FIRST IN TELEVISION CABLE RADIO SATELLITE [illegible]

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THE STATE OF THE FIRST AMENDMENT

found that most of them have a broadcast-only or equivalent tier, and of those, more than half priced the broadcast tier higher than a much greater number of basic cable networks.

A sales rep at the Daniels system in Carlsbad, Calif., for instance, said it charges $18.74 for local TV stations and C-SPAN, but only $4.21 more for 20 basic cable networks. The Viacom system in Everett, Wash., has a $20 tier comprising broadcast signals, government access, the Weather Channel and Viacom-owned Nickelodeon and MTV. For only $2.45 more per month, a subscriber gets an additional 21 cable networks and other "satellite" channels. Some operators charge far less for a broadcast tier—$5, for instance—and may feel no effect from the joint and common costs provision.

How significant the "joint and common costs" provision will be for other operators will depend on the answer to several questions. One such question is whether the provision can be applied against existing rates, or whether it applies only to future tiering and rate increases. Some Washington-based legal experts on the cable act, including David Wittenstein of Dow Lohnes & Albertson, and Frank Lloyd of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, say there may be some ambiguity about whether the provision gives the FCC authority to roll back basic rates.

But John Windhausen, a Senate Commerce Committee staffer and the recognized congressional authority on the provision, told BROADCASTING that even though the authority is not "explicit...the Act makes the FCC responsible for insuring the rates are reasonable; that means the FCC can roll them back." Language from the conference report accompanying the law instructs the FCC at length in broad, unambiguous language, concluding: "The regulated, basic tier must not be permitted to serve as the base that allows for marginal pricing of unregulated services."

Another question to be determined, this by the FCC, is what exactly are "joint and common costs." A partial definition is provided in a House Energy and Commerce Committee report accompanying its earlier version of the cable bill: "...examples of such

Continues on page 14

This Week

CABLE LAW'S IMPACT / 3

A brief clause in the new cable law may give regulators a wider swath for controlling basic rates than many had anticipated.

MIPCOM REPORT / 6

With at least half of sales now coming from international business, producers are having a tougher time living by one market alone.

'BATMAN' LIFTS FOX / 18

Fox Children's Network's two-hour programing block, anchored by *Batman: The Animated Series*, has unseated Buena Vista's *Disney Afternoon* as the top weekday afternoon block.

LIFE AFTER REREGULATION / 24

Operators at the Atlantic Cable Show downplayed the deleterious effects of reregulation, emphasizing instead the business opportunities offered in growth areas not restricted under the new rules.

CAMPAIGNS BUY RADIO / 26

Rep firms, stations and even radio networks say they have noticed more campaign dollars coming into radio than in past elections.

BROADCASTING Special Report looks at current issues affecting First Amendment protections (p. 44).

DAB PROPOSAL AT FCC / 28

CD Radio Inc. may have fine-tuned the future of satellite-delivered digital audio broadcasting with its application to deliver compact-disc-quality sound to car-mounted receivers by 1996.

THE FIGHT OVER 5% / 40

Broadcasters, telephone companies, cable companies and municipalities asked the FCC to reconsider its rules on video dialtone. Telcos say letting them acquire 5% equity in programing is an insufficient incentive, and the broadcast and cable industries warn that telcos will acquire monopoly power in the video marketplace.

SPECIAL REPORT: FIRST AMENDMENT / 44

BROADCASTING examines interpretations of the First Amendment in terms of political and creative expression, libel, access and commercial speech.

MEMBER PUSH BY BCFM / 52

The Broadcast Cable Financial Management Association is looking for both new members and a new executive director.

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Broadcasting's Ratings Week ■ Oct 5-11

	ABC	CBS	NBC	FOX
MONDAY	18.2/28	16.9/26	13.0/20	NO PROGRAMING
8:00	69. Young Indiana Jones Chronicles 8.0/13	9. Evening Shade 16.4/26	16. Fresh Prince 14.5/23	
8:30		7. Hearts Afire 16.6/26	19. Blossom 13.6/21	
9:00	2. NFL Monday Night Football—Dallas Cowboys vs. Philadelphia Eagles 22.3/36	3. Murphy Brown 19.9/29	27. NBC Monday Night Movies—Desperate Choices: To Save My Child 12.4/19	
9:30		14. Love and War 15.7/23		
10:00		11. Northern Exposure 16.3/26		
10:30				
TUESDAY	16.6/27	12.6/21	10.9/18	NO PROGRAMING
8:00	6. Full House 16.8/27	33. Perot Paid Ad 12.2/20	61. Quantum Leap 9.8/16	
8:30	9. Hangin w/Mr. C 16.4/26	36. National League Championship Game 1—Pittsburgh Pirates vs. Atlanta Braves 12.0/21		
9:00	1. Roseanne 23.1/34		49. Reasonable Doubts 10.6/16	
9:30	4. Coach 19.5/30			
10:00	36. Going to Extremes 12.0/20		27. Dateline NBC 12.4/22	
10:30				
WEDNESDAY	11.6/19	10.3/17	13.4/22	8.2/13
8:00	44. Wonder Years 10.9/18	41. American League Championship Game 1—Oakland A's vs. Toronto Blue Jays 11.0/19	15. Unsolved Mysteries 15.1/25	53. Beverly Hills 90210 10.5/17
8:30	57. Doogie Howser 10.3/16			
9:00	5. Home Improvmt 18.4/28		33. Seinfeld 12.2/19	84. Melrose Place 5.9/9
9:30	27. Laurie Hill 12.4/20		33. Mad About You 12.2/19	
10:00	66. Civil Wars 8.8/16		22. Law and Order 12.8/23	
10:30				
THURSDAY	10.8/18	11.8/20	12.0/20	8.9/14
8:00	63. Delta 9.6/16	49. Top Cops 10.6/18	58. A Diffrnt World 10.2/17	36. Simpsons 12.0/20
8:30	58. Room For Two 10.2/17	39. American League Championship Game 2—Oakland A's vs. Toronto Blue Jays 11.8/21	65. Rhythm and Blues 9.2/15	41. Martin 11.0/18
9:00	61. Homefront 9.8/16		8. Cheers 16.5/26	73. The Edge 7.4/12
9:30			18. Wings 14.0/23	87. Flying Blind 5.0/8
10:00	24. Primetime Live 12.7/23		44. NBC News: Privacy and the Press 10.9/20	
10:30				
FRIDAY	13.7/25	12.2/23	7.5/14	5.6/10
8:00	27. Family Matters 12.4/23	47. Golden Palace 10.7/20	79. Final Appeal 6.6/12	84. America's Most Wanted 5.9/11
8:30	20. Step By Step 13.1/24	24. National League Championship Game 3—Atlanta Braves vs. Pittsburgh Pirates 12.7/24	70. What Happened? 7.8/14	
9:00	41. Camp Wilder 11.0/20		72. The Round Table 7.5/14	80. Sightings 6.3/11
9:30	66. Perot '92 9.1/17			89. Likely Suspects 4.1/7
10:00	12. 20/20 15.9/30		71. I'll Fly Away 7.7/14	
10:30				
SATURDAY	7.8/15	9.7/18	10.3/19	7.8/14
8:00	78. Covington Cross 6.9/13	81. Frannie's Turn 6.2/12	73. Here and Now 7.4/14	67. Cops 8.7/16
8:30		47. National League Championship Game 4—Atlanta Braves vs. Pittsburgh Pirates 10.7/20	68. Out All Night 8.2/15	60. Cops 2 9.9/18
9:00	82. Crossroads 6.1/11		32. Empty Nest 12.3/22	73. Code 3 7.4/13
9:30			27. Nurses 12.4/22	86. The Edge 5.3/9
10:00	54. The Commish 10.4/20		46. Sisters 10.8/20	
10:30				
SUNDAY	14.6/23	10.7/17	12.5/20	8.7/14
7:00	(NR) Presidential Candidates' Debate/Post Debate Analysis 18.4/28	67. American League Championship Game 4—Toronto Blue Jays vs. Oakland A's 8.7/13	(NR) Presidential Candidates' Debate/Post Debate Analysis 13.9/21	(NR) Presidential Candidates' Debate 4.6/7
7:30				
8:00				
8:30				54. In Living Color 10.4/15
9:00	17. ABC Sunday Night Movie—Overexposed 14.4/23	39. National League Championship Game 5—Atlanta Braves vs. Pittsburgh Pirates 11.8/20	24. NBC Sunday Night Movie—Jackie Collins' Lady Boss 12.7/20	21. Married w/Chldn 12.9/19
9:30				64. Roc 9.3/14
10:00				82. Flying Blind 6.1/10
10:30				87. Woops! 5.0/9
WEEK'S AVGS	13.3/22	11.9/20	11.2/19	7.9/13
SSN. TO DATE	12.2/21	12.9/22	11.1/19	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

CAMPAIGN SPENDING RISES ON RADIO

Clinton called most aggressive user of paid spots; Perot said to concentrate on Texas

By Peter Viles

The spirited three-way race for President appears to have pushed slightly more dollars into radio advertising than in the past, industry observers said last week.

Several observers said Democrat Bill Clinton appears to be making the most aggressive use of paid radio, while Ross Perot is concentrating heavily on Texas. After using radio sparingly for several weeks, President Bush's campaign reportedly made its first major national buys early last week.

"Compared to four years ago, and with three pretty intense weeks to go, I would have to say we've seen an increase in spending," said Bonnie Press, senior vice president and general manager, sales, Katz Radio Group.

> *"We may actually get some business this time, which would be a first."*
>
> **Lou Severine**
> **ABC Radio Networks**

"And I think most people would attribute that to the race being closer this year than it was in '88."

She added, "Most of what we've seen to date is from Clinton."

The Clinton campaign has made extensive use of ads targeted to specific states or regions, especially in the upper Midwest, with most spots focusing on the economy—both at the national and at the state level. "We use radio extensively to target geographically and to target demographically," said Mandy Grunwald, director of advertising for the Clinton-Gore advertising team.

"They're spending a lot of money in Michigan," said Mike Fezzey, general sales manager, WJR-AM Detroit. "It's heavier spending than I can recall through the past three elections."

While the Bush campaign would not comment on its radio advertising strategy, several observers said the Republicans initially used radio sparingly, mainly in response to radio spots that Clinton ran in Michigan and Kentucky accusing Bush of ducking debates.

Perot, meanwhile, has flooded most Texas markets with commercials but has not used radio extensively elsewhere, according to Press.

Press said the campaigns appeared to be targeting older demographic groups, either 35-plus or 35-54. That translates into buys on country, adult contemporary, middle-of-the-road and news stations, she said. In addition, she said, Clinton has made some buys on urban and black-oriented stations.

While it is unusual for presidential campaigns to buy time on radio networks, both the Clinton and the Perot campaigns have approached some networks to ask about availabilities, according to Lou Severine, senior vice president, director of marketing and sales, ABC Radio Networks.

"We may actually get some business this time, which would be a first, because we've never really gotten any business from presidential campaigns," Severine said. ■

ABC, DISNEY IN KIDS NETWORK TALKS

ABC Radio is talking with the Walt Disney Co. about developing an around-the-clock children's radio network that would offer programing for young children and their parents, an ABC executive said last week.

"We have been interested in children's programing, and we continue to look at it on an ongoing basis," said David Kantor, executive vice president, ABC Radio Networks. "We think it's potentially viable, but we're nowhere near launching anything."

Kantor said the network would likely consist of 24-hour programing, with each daypart targeting a different demographic group—some programs for young children, some for older children, some for children and parents, and some for parents only.

Because children under 12 are not included in Arbitron listenership surveys, the new network would probably require specialized research to measure its listeners, Kantor said.

The *New York Post* reported last week that the new network could launch as early as next spring, and that it would likely generate revenue from merchandising as well as advertising.

While radio programing aimed at children has dwindled in recent years, there are signs that the format is rebounding. On Oct. 1, Minneapolis-based Radio AAHS launched the Children's Satellite Network, a nationwide, 24-hour network.

Kantor stressed that ABC is looking at other programing options as well. "We're looking at every possible programing idea out there," he said. "While kids programing appears to be very viable, it's one of many options." —PV

SUMMER ARBITRON RATINGS, MARKETS 4–10

Station	*Format*	*Spring Share (Rank)*	*Summer Share (Rank)*
San Francisco (4)			
KGO(AM)	News/Talk	7.7 (1)	7.2 (1)
KMEL(FM)	CHR	5.6 (2)	5.4 (2)
KCBS(AM)	News	4.4 (4)	4.9 (3)
KIOI(FM)	AC	3.5 (7)	4.2 (4)
KFRC(AM)	Nostalgia	3.5 (8)	4.8 (5)
KNBR(AM)	Talk	4.5 (3)	3.9 (6)
KKSF(FM)	New Age	2.7 (12)	3.5 (7)
KSAN(FM)	Country	4.0 (5)	3.4 (8)
KSOL(FM)	Urban	2.9 (11)	3.3 (9)
KOIT(AM/FM)	Soft AC	3.8 (6)	3.0 (10)
Philadelphia (5)			
KYW(AM)	News	6.6 (2)	7.2 (1)
WYSP(FM)	Classic Rock	6.5 (3)	6.9 (2)
WUSL(FM)	Urban	6.9 (1)	6.0 (3)
WMMR(FM)	AOR	5.5 (5)	5.8 (4)
WIOQ(FM)	CHR/Dance	4.3 (11)	5.3 (5)
WXTU(FM)	Country	4.9 (9)	5.0 (6)
WYXR(FM)	AC	5.1 (7)	4.7 (7)
WOGL(FM)	Oldies	5.1 (7)	4.7 (7)
WWDB(FM)	Talk	3.9 (13)	4.7 (7)
WEGX(FM)	CHR	4.6 (10)	4.5 (10)
Detroit (6)			
WJR(AM)	News/Talk/AC	8.8 (1)	7.2 (1)
WWWW(FM)	Country	6.3 (3)	7.1 (2)
WJLB(FM)	Urban	6.8 (2)	6.2 (3)
WWJ(AM)	News	4.6 (5)	5.0 (4)
WHYT(FM)	CHR	5.1 (4)	4.9 (5)
WKQI(FM)	CHR	4.3 (6)	4.7 (6)
WLTI(FM)	Soft AC	4.0 (10)	4.3 (7)
WCSX(FM)	Classic Rock	3.2 (16)	4.3 (8)
WOMC(FM)	Oldies	3.9 (12)	4.2 (9)
WMXD(FM)	Urban	4.1 (8)	4.1 (10)
Washington (7)			
WPGC(FM)	CHR	8.6 (1)	8.9 (1)
WKYS(FM)	Urban	5.7 (3)	5.9 (2)
WMZQ(AM/FM)	Country	7.6 (2)	5.2 (3)
WMMJ(FM)	AC	3.0 (12)	4.8 (4)
WRQX(FM)	Hot Mix	4.4 (5)	4.6 (5)
WGAY(FM)	Light AC	5.4 (4)	4.3 (6)
WMAL(AM)	News/Talk	4.3 (6)	4.3 (7)
WWDC(FM)	AOR	3.6 (9)	4.1 (8)
WASH(FM)	AC	4.1 (7)	3.8 (9)
WHUR(FM)	Urban	3.8 (8)	3.8 (9)
Dallas-Fort Worth (8)			
KSCS(FM)	Country	9.5 (1)	9.5 (1)
KJMZ(FM)	Urban	5.6 (4)	5.8 (2)
KPLX(FM)	Country	5.8 (3)	5.6 (3)
WBAP(AM)	Country	5.3 (5)	5.4 (4)
KYNG(FM)	Young Country	4.1 (7)	5.1 (5)
KVIL(FM)	AC	6.2 (2)	4.8 (6)
KDMX(FM)	Mix/AC	3.4 (9)	4.0 (7)
KKDA(FM)	Urban	2.5 (15)	4.0 (7)
KTXQ(FM)	AOR	4.3 (6)	3.8 (9)
KLRX(FM)	Soft AC	3.8 (8)	3.6 (10)
Boston (9)			
WXKS(FM)	CHR	6.9 (1)	7.5 (1)
WRKO(AM)	News/Talk	5.5 (3)	6.7 (2)
WBZ(AM)	News/Talk	6.3 (2)	6.6 (3)
WODS(FM)	Oldies	5.1 (6)	5.5 (4)
WBCN(FM)	AOR	5.3 (4)	5.4 (5)
WZOU(FM)	CHR	4.8 (8)	4.9 (6)
WMJX(FM)	AC	5.3 (4)	4.7 (7)
WSSH(FM)	AC	5.0 (7)	4.0 (8)
WBMX(FM)	Hot AC	3.5 (11)	3.6 (9)
WZLX(FM)	Classic Rock	4.6 (9)	3.2 (10)
Houston-Galveston (10)			
KILT(FM)	Country	8.1 (1)	8.5 (1)
KIKK(FM)	Country	7.5 (2)	7.7 (2)
KLOL(FM)	AOR	6.8 (3)	6.3 (3)
KBXX(FM)	CHR/Dance	4.6 (7)	5.1 (4)
KODA(FM)	AC	5.0 (5)	4.6 (5)
KMJQ(FM)	Urban	4.7 (6)	4.6 (5)
KQUE(FM)	MOR	4.1 (9)	4.5 (7)
KHMX(FM)	AC	4.6 (7)	4.2 (8)
KTRH(AM)	News/Sports	4.1 (9)	4.2 (8)
KRBE(FM)	CHR	5.1 (4)	4.1 (9)
KZFX(FM)	Classic Rock	3.2 (13)	3.8 (10)

Source: Arbitron summer survey; Total week, AQH, 12 plus. Copyright 1992. Note: New York, Los Angeles and Chicago ratings ran last week.

WESTWOOD POSTS $7.7 MILLION LOSS IN 3RD QUARTER

Westwood One reported a third-quarter loss of $7.74 million last week, of which nearly $6.7 million was attributed to Westwood's recent sale of WNEW(AM) New York.

Despite the industrywide slump in network radio revenues, Westwood reported third-quarter revenues of $37.7 million, essentially even with 1991's pace. And for year-to-date, Westwood reported revenue of $102.5 million, only slightly behind the 1991 pace of $103.3 million.

The third-quarter loss translates into $.52 per share, compared with a third-quarter loss in 1991 of $2.2 million, or $.15 per share. For year-to-date, Westwood reported losses of $19.8 million, or $1.33 per share, as compared with earnings of $10.2 million or $.69 per share in 1991.

Westwood Chairman and Chief Executive Officer Norman Pattiz pointed out that the company significantly improved its cash flow before financing during the first nine months of this year. Pattiz said Westwood One is "aggressively working on numerous programs that will significantly reduce costs and expenses.

"Moreover, we continue to aggressively pursue various financing and restructuring alternatives to improve cash flow and liquidity, which has been adversely affected by the current recession," Pattiz said.

Westwood is taking a loss on WNEW, which, with Robert F.X. Sillerman, it purchased for $22 million and recently sold for $13 million. **—PV**

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KQXT(FM) San Antonio, Tex. □ Sold by Group W Radio to Clear Channel Communications for approximately $8 million. **Seller** is headed by Jim Thompson, and is licensee of WINS(AM)-WNEW-FM New York, KFWB(AM)-KTWV(FM) Los Angeles, WMAQ(AM) Chicago, KYW(AM)-WMMR(FM) Philadelphia, WLLZ(FM) Detroit, WCPT(AM)-WCXR-FM Washington, WBZ(AM) Boston, KILT-AM-FM Houston, KDKA(AM) Pittsburgh and KFBK(AM)-KGBY(FM) Sacramento. **Buyer** is headed by Lowrey Mays, and is licensee of 11 AM's and 13 FM's, including WOAI(AM)-KAJA(FM) San Antonio. KQXT has AC format on 101.9 mhz with 100 kw and antenna 700 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$813,500** □ **2**

FM's □ **$14,560,000** □ **8**

AM-FM's □ **$4,685,000** □ **6**

TV's □ **$275,000** □ **1**

Total □ **$20,333,500** □ **17**

1992 to Date:

AM's □ **$177,341,284** □ **183**

FM's □ **$365,899,707** □ **216**

AM-FM's □ **$247,039,846** □ **131**

TV's □ **$1,386,212,087** □ **49**

Total □ **$2,176,492,924** □ **579**

For 1991 total see Jan. 27, 1992 BROADCASTING.

WADB(FM) Point Pleasant, N.J. □ Sold by Pleasant Broadcasters Inc., to Seawood Broadcasters Inc. for $4 million. **Seller** is headed by Adamant Brown, and has no other broadcast interests. **Buyer** is headed by Arthur Shadek, former radio group owner; he has no other broadcast interests. WADB has AC format on 95.9 mhz with 4 kw and antenna 240 feet above average terrain. *Broker: Gary Stevens & Co.*

KEED(AM)-KSND(FM) Eugene, Ore. □ Sold by Community Pacific Broadcasting Co. Ltd. to McKenzie River Broadcasting Co. Inc. for $1.01 million. **Seller** is headed by David J. Benjamin III, and is licensee of KKSD(AM)-KASH-FM Anchorage and KFIV(AM)-KJSN(FM) Modesto, Calif. **Buyer** is headed by John Q. Tilson III, and is licensee of KKXO(AM)-KMGE(FM) Eugene, Ore. KEED has C&W format on 1600 khz with 5 kw day and 1 kw night. KSND has CHR format on 93.1 mhz with 100 kw and antenna 850 feet above average terrain.

WIBB(AM)-WKXK(FM) Macon-Fort Valley, Ga. □ Sold by Middle Georgia Broadcasting Inc. to Taylor Communications Corp. for $1 million. **Seller** is headed by B. Ken Woodfin and Milton Hirsch, who have interests in WGSY(FM) Phenix City, Ala., WGNE(AM)-WFSY(FM) Panama City, Fla., and WXKO(AM)-WFXM-FM Macon-Fort Valley, Ga. **Buyer** is headed by Selman Kremer and Edward L. Taylor III; Taylor owns 25% of licensee of KBIX-FM Wagoner, Okla. WIBB has urban contemporary format on 1280 khz with 5 kw day and 99 w night. WKXK has country format on 97.9 mhz with 3 kw and antenna 328 feet above average terrain.

KJSK(AM)-KLIR(FM) Columbus, Neb. □ Sold by Roger P. Anderson, et al., to Heartland Broadcasting for $850,000. **Seller** also has interests in KRKS(AM) Denver and KFLA(AM)-KSKI(FM) Scott City, Kan. **Buyer** is headed by Timothy R. McMahon and Daniel Gardner, and has no other broadcast interests. KJSK has religious format on 900 khz with 1 kw day and 66 w night. KLIR has AC format on 101.1 mhz with 100 kw and antenna 760 feet above average terrain. *Brokers: Satterfield and Perry Inc. and Kepper, Tupper and Fugatt.*

KIVA(AM)-KZRQ(FM) Corrales (Albuquerque), N.M. □ Sold by Star Management of New Mexico Inc. to Progressive Broadcasting Inc. for $850,000. **Seller** is headed by Carl C. Tutera, and has no other broadcast interests. **Buyer** is headed by Peter Baumann, and is licensee of KLSK(FM) Santa Fe, N.M. KIVA has Z-rock format on 1310 khz with 5 kw day and 500 w night. KZRQ has AC format on 105.1 mhz with 100 kw and antenna 1,937 feet above average terrain.

WMTZ(FM) Martinez (Augusta), Ga. □ CP sold by Columbia County Broadcasters Inc. to CSRA Broadcasters Inc. for $810,000. **Seller** is headed by Randolph E. Watkins Jr., and has no other broadcast interests. **Buyer** is headed by Bradley C. Beasley, who recently purchased WSFL-AM-FM New Bern, N.C. He has interests in two FM's, and nonattributable interests in two AM's and seven FM's. His father, George Beasley, has interests in 5 AM's and 15 FM's. WMTZ has solid gold format on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

WMAD-AM-FM Sun Prairie, Wis. □

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AMRESCO

■ **WOMP-AM-FM Bellaire, OH** (AM: BAL920921HM; 1290 khz; 1 kw-D, 33 w-N; FM: BALH920921HN; 100.5 mhz; 48 kw; ant. 518 ft.)—Seeks assignment of license from BTMI Inc., receiver, to WSTV Inc. for $575,000. **Seller** is headed by Paul W. Robinson Jr., and is licensee of WIMX-AM-FM Rossville, GA, and WMFX(FM) St. Andrews, SC. **Buyer** is headed by Myles P. Berkman, and is licensee of WSTV(AM)-WRKY(FM) Steubenville, OH. Filed Sept. 21.

■ **KEED(AM)-KSND(FM) Eugene, OR** (AM: BAL920928EB; 1600 khz; 5 kw-D, 1 kw-N; FM: BALH920928EC; 93.1 mhz; 100 kw; ant. 850 ft.)—Seeks assignment of license from Community Pacific Broadcasting Co. Ltd. to McKenzie River Broadcasting Co. Inc. for $1.01 million. **Seller** is headed by David J. Benjamin III, and is licensee of KKSD(AM)-KASH-FM Anchorage and KFIV(AM)-KJSN(FM) Modesto, CA. **Buyer** is headed by John Q. Tilson III, and is licensee of KKXO(AM)-KMGE(FM) Eugene, OR. Filed Sept. 28.

■ **WBCB(AM) Levittown-Fairless Hills, PA** (BAL920929EC; 1490 khz; 1 kw-U)—Seeks assignment of license from Bucks Broadcasting Co., debtor-in-possession, to Progressive Broadcasting Co. Inc. for $550,000. **Seller** is headed by Edward George. General partner Joseph H. Weiss has interests in WQBK-AM-FM Rensselaer-Glenmont, NY. **Buyer** is headed by Pasquale T. Deon Sr., and has no other broadcast interests. Filed Sept. 29.

■ **WMAD-AM-FM Sun Prairie, WI** (AM: BAL920925HP; 1190 khz; 1 kw-D; FM: BALH920925HQ; 92.1 mhz; 1.75 kw; ant. 400 ft.)—Seeks assignment of license from DPC Inc. to WMAD Inc. for $650,000. **Seller** is headed by David Suchomel, and has no other broadcast interests. **Buyer** is headed by Allen B. Shaw, who has 30% interest in licensee of WRKU-FM Grove City, PA. Filed Sept. 25.

Actions

■ **WEYY-FM Talladega, AL** (BALH920803HK; 92.7 mhz; 250 w; ant. 870 ft.)—Granted assignment of license from Radio Talladeça Inc. to James H. and Laura A. Jacobs, husband and wife, for $570,000. **Seller** is headed by Jimmy E. Woodard, who also has interests in two AM's. James Jacobs is general manager of WSYA-AM-FM Montgomery, AL. Action Sept. 16.

■ **KPPL(FM) Colusa, CA** (BALH920709GX; 107.5 mhz; 28 kw; ant. 600 ft.)—Granted assignment of license from Park Lane Colusa Partners Ltd. to The Park Lane Group for $2.5 million in sale of up to 2.9 million shares of stock; limited partners of assignor are contributing their interest to assignee, which will cause assets of assignor to be dissolved. Park Lane Group is general partner of assignor, and is headed by James Levy. It is licensee of KVOY(AM)-KTPI Tehachapi, CA (see below). Action Sept. 4.

■ **KKAM(AM)-KBOS(FM) Fresno-Tulare, CA** (AM: BAL920619EA; 1340 khz; 1 kw-U; FM: BALH920619EB; 94.9 mhz; 16.4 kw; ant. 847 ft.)—Granted assignment of license from Richard C. Phalen Jr., receiver, to CenCal Broadcasting Inc. for $1.4 million ("In Brief," June 22). Phalen is also receiver for KIST(AM)-KMGQ(FM) Santa Barbara, CA. **Buyer** is headed by Stephen D. Miller, former general manager of stations. Action Sept. 16.

■ **WRZK(FM) Tallahassee, FL** (BAPH920622GO; 106.1 mhz)—Granted assignment of CP from John S. Matthews Jr. to Southeast Broadcasters Inc.; John S. Matthews Sr. and John C. Vogt Jr. will be acquiring their respective interests in licensee from John S. Matthews Jr., in return providing pro rata share of operating costs of station. Corporation will also assume certain liabilities incurred by John S. Matthews Jr. during construction of station. Action Sept. 16.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,963	184	5,147
Commercial FM	4,742	927	5,669
Educational FM	1,570	299	1,869
Total Radio	**11,275**	**1,410**	**12,685**
Commercial VHF TV	557	13	570
Commercial UHF TV	587	157	744
Educational VHF TV	124	5	129
Educational UHF TV	237	8	245
Total TV	**1,505**	**183**	**1,688**
VHF LPTV	466	139	605
UHF LPTV	825	922	1,747
Total LPTV	**1,291**	**1,061**	**2,352**
FM translators	1,923	386	2,309
VHF translators	2,517	81	2,598
UHF translators	2,426	433	2,859

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses

[1] Construction permit

† Penetration percentages are of TV household universe of 92.1 million.

Source: Nielsen, NCTA and Broadcasting's own research

■ **WQTX(FM) Roanoke, IN** (BAPH920728GZ; 105.1 mhz; 2.2 kw; ant. 385 ft.)—Granted assignment of CP from Roanoke Broadcasting Inc. to Frank S. Kovas for $100,000. **Seller** is headed by Judith A. Selby, and has no other broadcast interests. **Buyer** has interests in 2 AM's. Action Sept. 14.

■ **WROI(FM) Rochester, IN** (BALH920716HR; 92.1 mhz; 4.3 kw; ant. 240 ft.)—Granted assignment of license from Manitou Broadcasting Corporation to Bair Communications Inc. for $250,000. **Seller** is headed by James W. Zimmerman, and has no other broadcast interests. **Buyer** is headed by Thomas J. Bair, and has no other broadcast interests. Action Sept. 9.

■ **WDKA(TV) Paducah, KY** (BTCCT910827KE; ch. 49; 3,373 kw-V; 337 kw-A; ant. 1,169 ft.)—Granted transfer of control of CP from MacPherson Broadcasting of Kentucky Inc. to Robert W. Sudbrink for $200. **Seller** is headed by Alexander E. MacPherson, and has no other broadcast interests. **Buyer** is headed by Robert W. Sudbrink (51%) and Marion Sudbrink (49%), husband and wife. Robert W. Sudbrink has interests in WTLK(TV) Rome, GA (pending FCC approval); WCEE(TV) Mt. Vernon, IL; WXTL(AM) Jacksonville, FL. Action Sept. 4.

■ **KLCL(AM)-KHLA(FM) Lake Charles, LA** (AM: BAL920727EB; 1470 khz; 5 kw-D, 500 w-N; FM: BALH920727EC; 99.5 mhz; 100 kw; ant 400 ft.)—Granted assignment of license from Gary Stevens, receiver for GMX Corp., to Broadcasters & Publishers Inc. for $1.2 million (see WNAU(AM)-WWKZ(FM) New Albany, MI, below). Action Sept. 15.

■ **WNAU(AM)-WWKZ(FM) New Albany, MS** (AM: BAL920727GX; 1470 khz; 500 w-U; FM: BALH920727GY; 103.5 mhz; 100 kw; ant. 1,004 ft.)—Granted assignment of license from Gary Stevens, receiver for GMX Corp., to Broadcasters & Publishers Inc. for $1.2 million ("Changing Hands," July 13). Sale includes KLCL(AM)-KHLA(FM) Lake Charles, LA (see above). **Seller** is media broker, who also recently sold WHNK(AM)-WRLT-FM Nashville ("Changing Hands," July 13). **Buyer** is headed by Houston L. Pearce, licensee of WMOX(AM)-WJDQ(FM) Meridian, MS. Pearce is also licensee of 3 AM's and 3 FM's. Action Sept. 15.

■ **KECO(FM) Elk City, OK** (BALH920724GM; 96.5 mhz; 100 kw; ant. 500 ft.)—Granted assignment of license from Ronca Broadcasting Co. to Paragon Broadcasting Inc. for $260,000. **Seller** is headed by Ron Sewell, and has no other broadcast interests. **Buyer** is headed by Cletis Killian. Principal Brooks Brewer is director of licensee of KOKL(AM) Okmulgee, OK. Action Sept. 16.

■ **WAIM(AM) Anderson, SC** (BAL920729EC; 1230 khz; 1 kw-U)—Granted assignment of license from ABS Greenville Partners Ltd. to Palmetto Broadcasting Co. Inc. for $80,000. **Seller** is headed by Kenneth A. Brown and Jon Sinton, and is also licensee of WROQ(FM) Anderson, SC. Brown and Sinton also have interests in two FM's. **Buyer** is headed by Brenda Woodson, and has no other broadcast interests. Action Sept. 15.

■ **WHPB(AM) Belton, SC** (BAL920803EE; 1390 khz; 1 kw-D)—Granted assignment of license from B & J Broadcasting Inc. to CG & B Broadcasting Inc. for $166,000. **Seller** is headed by Yvonne B. Fleming, and has no other broadcast interests. **Buyer** is headed by Cecil V. Clement, and has no other broadcast interests. Action Sept. 15.

■ **KIXZ(AM)-KMML(FM) Amarillo, TX** (AM: BAL920708EE; 940 khz; 5 kw-D, 1 kw-N; FM: BALH920708EF; 98.7 mhz; 100 kw ant. 480 ft.)—Granted assignment of license from MST Communications Inc. to Catalyst Radio Ltd. for assumption of note in principal balance of $2.45 million. **Seller** is headed by Sally A. Haines, and has no other broadcast interests. **Buyer** is headed by Daryl Hays, and has no other broadcast interests.

In Brief

National Nielsen ratings for CBS's coverage of the Major League Baseball playoffs were off 8% this year, averaging an 11.0/21. In the wake of that performance, the network replaced Rick LaCivita as coordinating producer for baseball with Bob Dekas. The reported rating average includes 11 of 12 games—last Monday's (Oct. 12) daytime American League playoff rating wasn't available last week, but CBS officials don't expect the overall average to change dramatically. Last year, 12 playoff games averaged an 11.9/23, and in 1990 the comparable average was 11.6/24. Separately, CBS has filed a complaint with the National League, for what it claimed was highly improper conduct on the part of Atlanta Braves player Deion Sanders, who doused CBS announcer Tim McCarver three times with ice water following the Braves victory last Wednesday. CBS said Sanders's action was in "retaliation" for comments McCarver made on-air concerning him.

Mutual Broadcasting is readying plans to shift Larry King's overnight radio talk show to mid-day, a network source said last week. The source said the specific hours have not been set yet, but that it is likely that some portion of King's show will come up against Rush Limbaugh's mid-day show. In an unrelated development, Mutual is also trying to schedule several mid-day broadcasts of King's show featuring the presidential candidates.

Hughes Communications direct broadcast satellite subsidiary **DirecTv reached a $50 million agreement with Sony Corp. of America,** which will engineer and integrate serial digital equipment (including more than 300 VTR's, routing, signal processing and automation software) for DirecTv's broadcast center in Castle Rock, Colo. "Together we will build one of the most technologically advanced operating systems in the world," said David Baylor, VP of operations for DirecTv.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 4. Numbers represent aggregate rating average/stations/% coverage)

1. Star Trek	13.8/245/99
2. Wheel Of Fortune	12.7/220/98
3. Jeopardy!	10.8/211/98
4. Oprah Winfrey Show	9.2/235/99
5. Entertainment Tonight	8.1/177/94
6. Current Affair	7.3/177/95
7. Inside Edition	6.6/165/93
8. Married...With Children	6.7/182/95
9. Nat'l Geographic-Assign	6.4/172/96
10. Wheel Of Fortune-wknd	6.1/190/73
11. Tri-Star Showcase III	6.0/186/97
12. Designing Women	5.4/209/96
13. Donahue	5.4/218/99
14. Portfolio XV	5.4/185/96
15. Cosby Show	5.1/196/96

Joe Peyronnin, VP and assistant to the president of CBS News, will replace the departing David Corvo as VP, prime time, with responsibility for the three prime time magazines, as well as CBS News Productions. He'll retain his assistant to the president (Eric Ober) role as well. **Linda Mason,** who oversaw *CBS Sunday Morning* and the weekend newscasts, becomes VP in charge of the next prime time hour (to be hosted by Connie Chung), documentaries and other prime time specials. Her old duties are being taken over by **Missie Rennie. Lane Venardos,** executive producer and director of special events, becomes a VP, adding responsibility for hard news broadcasts, all bureaus and CBS Radio.

INTERFACE AND HALL OF FAME SET

On Oct. 21, BROADCASTING magazine and the Federal Communications Bar Association will sponsor the annual "Broadcasting/Cable Interface" seminar and "Hall of Fame" dinner and awards ceremony at the Omni Shoreham Hotel in Washington. For more information, contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

CBS-TV will have to wait another week or two to see its next-generation satellite, **Galaxy VII,** launched aboard an Arianespace booster. The scheduled Oct. 15 launch from Kourou, French Guiana, was postponed to allow Hughes Communications to replace a telemetry unit aboard the bird, the largest ever built (24 C-band and 24 Ku transponders).

The FCC last week cleared 24 of the 28 stations audited last June for compliance with the political broadcasting rules, but said it was continuing to review the audit reports on four other stations and two cable systems for possible violations. The rules are aimed at insuring candidates' spots at stations' lowest commercial rates. The June audit focused on stations' obligation to disclose information candidates need to determine whether they are getting the best rates. Although the audit showed "substantial compliance," the FCC also released clarifications of disclosure obligations.

At a Federal Communications Bar Association panel last week, FCC Audio Services Assistant Chief Stuart Bedell said **the FCC has so far received 40 applications filed as a result of the new duopoly rules.** The NAB's Barry Umansky attested that because of the lack of available financing, a lot of small-market stations, which need the most help, will

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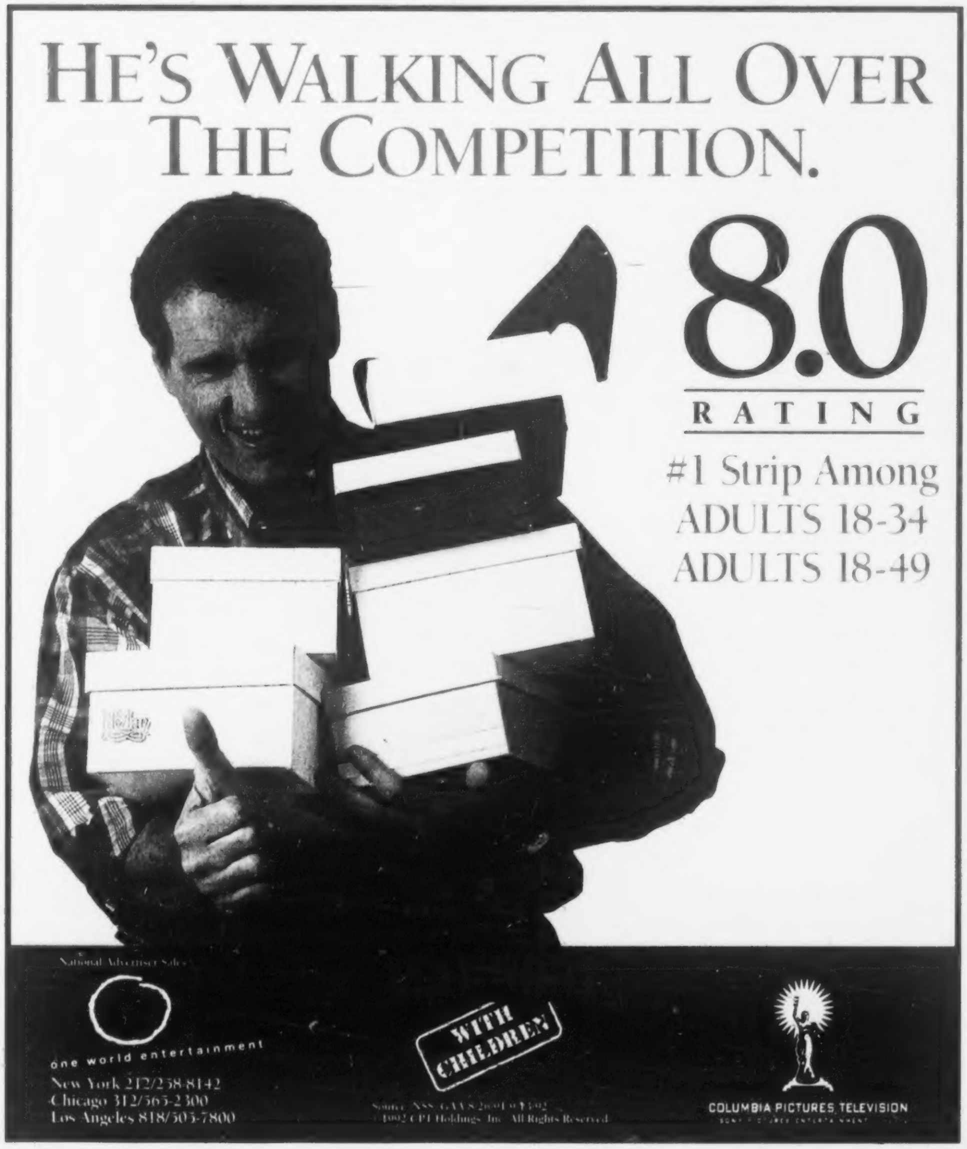
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SPECIAL REPORT
HISPANIC MEDIA

VIACOM CUTS 43 STAFFERS

Dennis Gillespie becomes consultant

By Mike Freeman

In a continuing restructuring of its entertainment group (BROADCASTING, July 20, Aug. 24), Viacom last week issued dismissal notices to 43 employes and moved Dennis Gillespie, president of Viacom Enterprises' worldwide marketing and domestic sales divisions, into a consultancy position.

As a result, Viacom Enterprises is searching for an executive to fill a newly created president of domestic markets position to develop new broadcast programing through its cable network properties.

The naming of Gillespie to an outside consulting position, which he emphasized was a decision on his part to serve in a strategic planning position to recently installed entertainment group chairman Neil Braun, came as somewhat of a surprise to several station reps and media analysts.

Gillespie was one of the principal architects of the off-network launch of *The Cosby Show*. But *Roseanne*'s debut in syndication last month marked the last off-network series in the pipeline from Carsey-Werner Productions (which has formed its own distribution arm).

In its most recent earnings statement, the entertainment division reported a third-quarter revenue decline of 10% to $56.4 million, largely due to "lower domestic syndication revenues."

Braun called the job cuts, which affected employes in Viacom's operations and finance departments, an attempt to make Viacom a "much more efficient management structure." Braun said that a new emphasis is being placed on attracting "narrowcast" producers who could utilize Viacom's highly profitable MTV, VH1, Nickelodeon/Nick At Nite, Comedy Central (50% owner) and Showtime cable networks as a springboard to Viacom's broadcast network production and syndication distribution arms. ■

This Week

The network preemption story cited on our cover was itself preempted by the late-breaking exclusive with presidential candidate Bill Clinton.

HALL OF FAME AWARDS / 12

BROADCASTING inducted 21 honorees into its Hall of Fame last Wednesday.

MORE MARKETS FOR 'JOURNAL' / 22

King World has added additional major-market clearances for *American Journal*, and a station source says King World officials are boasting of first-year cash license revenues reaching "eight figures."

NO HOLLYWOOD FIN-SYN ROLE / 26

A U.S. district court judge last week denied a request by programers to be a party to the upcoming case on the financial interest and syndication rules.

Viacom's Frank Biondi seeing green over program access (p. 38)

NEWS FROM THE INTERFACE / 38

Viacom's Frank Biondi predicts that what the new cable law costs the company as an operator will be more than made up by gains from program access.

TELCO VIDEO TEST PLANNED / 49

Bell Atlantic will field test a video-on-demand telephone-line service in the homes of 400 of its Washington-area employes next summer.

ANNOYED OVER ARBITRON / 51

Following an often angry meeting with the president of Arbitron, the RAB board of directors voted to form a task force to pressure the ratings company to address radio industry complaints.

OWN WAYS ON ELECTION DAY / 53

A one-time trend toward election-night joint coverage between broadcasters and cable operators appears to be on the wane.

REVENUE GAINS IN 3RD QUARTER / 56

Cost controls combined with an uptick in ad revenues from the Olympics and presidential campaigning helped boost broadcasters' operating income slightly in the third quarter.

SPECIAL REPORT: HISPANIC BROADCASTING / 58

BROADCASTING profiles 10 important players in Hispanic radio, examines the views of the advertising community and looks at other issues in Hispanic broadcasting today.

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STAR PERFORMANCE

For the second consecutive week since beginning its sixth season, Paramount Domestic Television's *Star Trek: The Next Generation* finished atop the Nielsen Syndication Service ranking report with a 13.2 rating. King World Productions' consistently top-rated *Wheel of Fortune* continued one notch behind the sci-fi drama with a 12.3 rating, followed by KWP's other stalwarts, *Jeopardy!* (10.4 rating) and *The Oprah Winfrey Show* (10.4 rating).

GGP reports it has cleared its *Super Bowl XXVII Special* with Dick Enberg on 162 stations representing 82% of the U.S. With NBC slated to televise the Super Bowl, Sunday, Jan. 31, 1993, in Pasadena, Calif., NBC affiliates account for the bulk of the clearances. Recent NBC affiliates signing for the special include KPRC-TV Houston, KING-TV Seattle, WFLA-TV Tampa, KARE-TV Minneapolis and KSDK-TV St. Louis. GGP is offering the special on a 6½-minute national and local barter split for a Jan. 23-31, 1993, broadcast window.

CHILL FOR ITC

Associated Entertainment Releasing has reached an agreement with ITC Distribution to handle the domestic syndication of its latest motion picture release, "The Chill Factor." ITC will also handle domestic cable network sales. "The Chill Factor," which stars Paul Williams, Carrie Snodgrass, Patrick Macnee, Patrick Wayne and Laura McKenzie, was written by Dan Goldman and Rex Piano, and produced and directed by David L. Stanton.

VENEVISION GOES TO ZOO

Venevision International, the Coral Gables-based distribution arm of the Venezuelan TV network, has secured distribution rights from Ingle Publishing to *Zoo Life with Jack Hanna* for Latin America, Spain and Portugal. According to Venevision International President Carlos Barba, rights include cable, pay and home video. *Zoo Life* is syndicated in over 140 U[illegible] markets.

BETTING ON SYNDICATION

With the development season getting in gear, Cannell Distribution Co. is unveiling a casino-based game show strip for fall 1993 syndication called *Caesars Challenge* (originally titled *Illusions* ["Bicoastal," Sept. 28]). In fact, this week Cannell has invited trade press reporters and broadcast executives to Caesars Palace in Las Vegas to attend a post-pilot taping ceremony where they'll also introduce the host, which Cannell hints is a current network television personality. Stations will likely receive formal presentations within the next several weeks.

BAT NEWS

In the kids rating race, *Batman*, the 4:30 or 5 p.m. anchor of the Fox Children's Network, continued to show signs of erosion, dropping to a 5.7 rating (NSS, Oct. 5-11) among thekey kids 2-11 demographic group. Possibly due to two repeat episodes of *Batman* being aired for a second straight week and CBS's sporadic daytime airings of Major League Baseball playoff games, an overall drop in the kid PUT (people using television) levels caused all kids programing to drop slightly, but the Caped Crusader has fallen 26% from a personal-best 7.7 rating two weeks previous.

Disney Afternoon's syndicated *Goof Troop* took over the top spots among kids 2-11 with a 6.6 rating, but dropped 3% from the prior week's ratings. More significantly, the two-hour Disney Afternoon programing block averaged a 4.7 rating, moving into a tie with FCN's two-hour cartoon block for the first time since *Batman* debuted Sept. 14.

PREPARING PRINCE

Warner Bros. Domestic Television Distribution is preparing key station groups and station rep firms for the marketing rollout of *Fresh Prince of Bel Air*, which Quincy Jones Entertainment produces for NBC.

SYNDICATION SCORECARD/DEBUTING STRIPS

NIELSEN COMBINED METERED MARKET AVERAGES

First-run strips	*STD Rating/Share*	*Last Week*	*Lead-in*	*Oct. '91*
The Byron Allen Show	1.5/7	1.4/6	2.6/10	NA
Infatuation	0.9/4	0.9/4	1.2/5	1/5
NightTalk/J. Whitney	2.2/9	2.0/8	2.6/9	3/14
Rush Limbaugh	2.2/9	2.3/9	2.4/8	3/12
Star Search	2.7/6	2.6/6	4.2/10	5/10
That's Amore	1.4/6	1.4/6	1.8/7	2/9
Vicki	2.3/10	2.3/10	2.5/11	2/9
Whoopi Goldberg	2.5/7	2.2/7	3.5/8	3/13
You Bet Your Life	5.4/11	4.6/10	5.0/11	7/12
FIRST-RUN WEEKLIES				
Catwalk	3.0/5	2.6/4	3.7/8	NA
HBO Comedy Showcase	3.3/12	3.7/13	6.1/17	4/13
Highlander	3.1/6	2.9/5	4.0/8	NA
Renegade	3.9/8	3.6/6	4.3/8	3/6
OFF-NETWORK STRIPS				
COPS	6.1/12	6.0/11	5.4/10	4/9
Dear John	2.9/7	3.4/7	4.2/8	NA
Designing Women[1]	3.6/10	3.9/11	4.8/12	4/13
In the Heat of the Night	2.6/8	2.9/8	2.6/7	3/8
Murphy Brown	5.5/10	5.7/10	6.3/11	5/10
Roseanne	5.6/10	5.7/10	4.7/9	5/9
The Wonder Years	4.5/9	4.9/9	4.4/9	4/8

Source: Nielsen Media Research's MarkeTrak reports (NSI, Aug. 31-Oct. 15)

Footnote: [1] *Designing Women*'s metered market ratings are based on 11 a.m.-midnight primary runs, where many of those markets double-run the off-network, but Columbia Pictures Television Distribution researchers claim a 6.1 cume rating for the four-day period ending Oct. 15.

Broadcasting's Ratings Week Oct 12-18

	ABC	CBS	NBC	FOX
MONDAY	13.8/21	16.5/26	14.5/23	NO PROGRAMING
8:00	76. Young Indiana Jones Chronicles 6.2/10	15. Evening Shade 15.0/24	14. Fresh Prince 15.3/24	
8:30		11. Hearts Afire 15.6/24	17. Blossom 14.8/23	
9:00	9. NFL Monday Night Football—Denver Broncos vs. Washington Redskins 16.2/27	3. Murphy Brown 19.2/28	20. NBC Monday Night Movies—Jackie Collins' "Lady Boss" 14.2/22	
9:30		10. Love and War 15.8/23		
10:00		8. Northern Exposure 16.8/27		
10:30				
TUESDAY	15.7/25	13.1/21	9.7/16	NO PROGRAMING
8:00	* Presidential Debates *	* Presidential Debates *	* Presidential Debates *	
8:30	16. Full House 14.2/22	24. National League Championship Game 6—Pittsburgh Pirates vs. Atlanta Braves 12.3/20	59. Reasonable Doubts 8.9/14	
9:00	1. Roseanne 21.6/32			
9:30	4. Coach 19.2/29		49. Dateline NBC 10.2/17	
10:00	40. Going to Extremes 11.2/20			
10:30				
WEDNESDAY	12.3/20	15.7/26	12.4/20	6.2/10
8:00	24. Wonder Years 12.3/20	67. Pre Game Show 7.9/14	18. Unsolved Mysteries 14.7/24	69. Beverly Hills 90210 7.8/13
8:30	36. Doogie Howser 11.4/18	6. National League Championship Game 7—Pittsburgh Pirates vs. Atlanta Braves 18.2/31		
9:00	5. Home Improvmt 18.8/28		34. Seinfeld 11.5/17	84. Melrose Place 4.6/7
9:30	22. Laurie Hill 13.1/21		45. Mad About You 10.7/17	
10:00	58. Civil Wars 9.0/15		37. Law and Order 11.3/19	
10:30				
THURSDAY	9.6/15	10.8/17	10.1/16	11.1/18
8:00	57. Delta 9.3/15	37. Top Cops 11.3/18	48. A Diffrnt World 10.3/17	28. Simpsons 12.0/19
8:30	62. Room For Two 8.7/14		63. Rhythm and Blues 8.5/13	49. Martin 10.2/16
9:00	* Presidential Debates *	* Presidential Debates *	* Presidential Debates *	* Presidential Debates *
9:30				
10:00				
10:30	34. '92 Vote 11.5/18	53. Campaign '92 9.7/15	31. Decision '92 11.8/19	
FRIDAY	12.5/24	9.7/18	6.9/13	5.9/11
8:00	24. Family Matters 12.3/23	46. Golden Palace 10.6/20	73. Final Appeal 6.5/12	73. America's Most Wanted 6.5/12
8:30	27. Step By Step 12.2/23	47. Major Dad 10.4/19	79. The Round Table 5.9/11	
9:00	51. Dinosaurs 10.1/19	43. Designing Wmn 10.8/20		77. Sightings 6.1/11
9:30	55. Camp Wilder 9.5/18	52. Bob 9.9/18	64. I'll Fly Away 8.1/15	87. Likely Suspects 4.4/8
10:00	13. 20/20 15.4/29	64. Picket Fences 8.1/15		
10:30			58. Perot '92 Paid Ad 9.0/18	
SATURDAY	8.1/14	14.8/27	10.1/18	6.8/12
8:00	67. Perot '92 7.9/14	53. Series Pre Game 9.7/19	71. Here and Now 7.7/14	72. Cops 7.3/13
8:30		11. World Series Game 1—Toronto Blue Jays vs. Atlanta Braves 15.6/28	67. Out All Night 7.9/14	69. Cops 2 7.8/14
9:00	64. ABC News Special: The Missiles of October 8.1/14		42. Empty Nest 10.9/19	75. Code 3 6.3/11
9:30			41. Nurses 11.1/19	79. Code 3 5.9/10
10:00			33. Sisters 11.6/21	
10:30				
SUNDAY	11.2/17	19.4/31	12.4/19	7.5/12
7:00	56. Life Goes On 9.4/16	6. 60 Minutes 18.2/31	81. I Witness Video 5.5/10	82. Great Scott 4.7/8
7:30				84. Ben Stiller Show 4.6/8
8:00	21. Am Fun Home Vid 14.0/21	23. Series Pre Game 12.7/21	18. NBC Sunday Night Movie—Danielle Steel's "Jewels," Part 1 14.7/22	43. In Living Color 10.8/16
8:30	29. Am Fun People 11.9/18	2. World Series Game 2—Toronto Blue Jays vs. Atlanta Braves 20.2/32		59. Roc 8.9/13
9:00	37. ABC Sunday Night Movie—When Harry Met Sally 11.3/17			31. Married w/Chldn 11.8/17
9:30				59. Herman's Head 8.9/13
10:00				81. Flying Blind 5.6/9
10:30				82. Woops! 4.7/8
WEEK'S AVGS	12.1/21	14.9/25	11.1/18	7.2/12
SSN. TO DATE	12.2/21	13.3/22	11.1/19	7.5/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

Changing Hands

WJMO-AM-FM Cleveland □ Sold by United Broadcasting Co. to Zebra Communications for $4.445 million. **Seller** is headed by Gerald Hroblak, and is also licensee of KSOL(FM) San Francisco, KALI(AM) Los Angeles, WKDM(AM) New York, WERQ-AM-FM Baltimore and WINX-FM Washington. **Buyer** is headed by partners of Zapis Communications, licensee of WBHT(AM)-WAAF(FM) Worcester, Mass., and WZAK(FM) Cleveland. WJMO(AM) is fulltimer with urban AC format on 1490 khz with 1 kw. WJMO-FM has dance format on 92.3 mhz with 40.7 kw and antenna 548 feet above average terrain. *Broker: Star Media Group Inc.*

WEEJ(FM) Port Charlotte, Fla. □ Sold by Chambersburg Broadcasting Co. to Kneller Broadcasting of Charlotte County Inc. for $1.5 million. **Seller** is headed by John S. Booth, and is licensee of WCHA(AM)-WIKZ(FM) Chambersburg, Pa. **Buyer** is headed by Harold M. Kneller Jr. and is licensee of WKII(AM) Port Charlotte, Fla. WEEJ has oldies, AC format on 100.1 mhz with 3 kw and antenna 150 feet above average terrain.

WMNX(FM) Wilmington, N.C. □ Sold by Wilmington Radio Co. to Cape Fear Radio Co. for $950,000. **Seller** is headed by Donald R. Watson, and recently sold WMFD(AM) Wilmington, N.C. ("For the Record," Sept. 21). **Buyer** is headed by Hannah D. Gage, and is licensee of WFNC(AM)-WQSM(FM) Fayetteville and WGNI(FM) Wilmington, both North Carolina. WMNX has '70s, '80s, '90s mix on 97.3 mhz with 100 kw and antenna 602 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$1,418,000** □ **12**

FM's □ **$7,828,813** □ **13**

AM-FM's □ **$4,890,000** □ **5**

TV's □ **$0** □ **0**

Total □ **$14,136,813** □ **30**

1992 to Date:

AM's □ **$178,759,284** □ **609**

FM's □ **$373,728,520** □ **229**

AM-FM's □ **$251,929,846** □ **136**

TV's □ **$1,386,212,087** □ **49**

Total □ **$2,190,629,737** □ **609**

For 1991 total see Jan. 27, 1992 BROADCASTING.

CONSOLIDATION AT COMSAT

Announcing a one-time $23.4 million after-tax restructuring charge, Comsat Corp. said it will consolidate its core systems divisions and Comsat Laboratories, eliminating up to 300 jobs in the next 12 months. Comsat Systems Division President Joel Alper, an 18-year veteran with the company, will retire in early 1993.

For third-quarter 1992, Comsat reported record quarterly revenues of $146 million and consolidated net income of $17 million (87 cents per share), before the write-down. Third-quarter 1991 saw net income of $18.8 million (99 cents per share) on revenues of $127.1 million. But after the restructuring charge, it reported a net loss of $6.4 million (33 cents per share).

Moving away from technology and toward "our customers' needs," the changes "get us down to fighting weight for competition in the global marketplace," said Comsat Corp. President and Chief Executive Officer Bruce Crockett.

Comsat will devote about half of a $39 million pre-tax reserve to pay for early retirement and reduction in force costs; about half for "equipment and property, predominantly in CVE as it repositions to capitalize on the rapidly growing entertainment-on-demand market." —PL

CLOSED!

WNLS-AM/WTNT-FM, Tallahassee, Florida from **Arso Radio Corporation,** Jesus Soto, President to **Park Broadcasting of Florida, Inc.,** Roy H. Park, Chairman of the Board for **$2,650,000.**

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other broadcast interests. Filed Sept. 16.

■ **WWDE-FM Hampton, VA** (BALH920925GW; 101.3 mhz; 50 kw; ant. 505 ft.)—Seeks assignment of license from Edens Broadcasting Inc. to Max Radio of Hampton Inc. for $5 million, plus accounts receivable ("Changing Hands," Sept. 28). **Seller** is headed by Gary Edens, and is also licensee of KOY-AM-FM Phoenix and KKLQ-AM-FM San Diego. **Buyer** is headed by Larry Saunders. Certain investors have interests in three TV's. Filed Sept. 25.

■ **WTRW(AM) Two Rivers, WI** (BAL920923EA; 1590 khz; 1 kw-D, 33 w-N)—Seeks assignment of license from W.T.R.W. Inc. to Wisconsin Great Lakes Broadcasting Inc. for $145,000. **Seller** is headed by Max Dolins and Mark Heller; Heller is 40% shareholder in assignor, and also heads assignee. Heller has no other broadcast interests. Filed Sept. 23.

NEW STATIONS

Applications

■ **Worthington, MN** (BPED921006MA)—Minnesota Public Radio seeks 89.3 mhz; 100 kw; ant. 169 m. Address: 45 East Seventh Street, Saint Paul, MN 55101.
Applicant is headed by Addison L. Piper and William H. King, and is noncommercial licensee of 1 AM and 25 FM's. Filed Oct. 6.

■ **Calverton-Roanoke,** NY (BPH920928MQ)—East Shore Broadcasting Corp. seeks 105.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 95, Danbury, CT 06813. Applicant is headed by Gary J. Starr, and is licensee of WRHD(AM)-WRCN-FM Riverhead, NY. Some principals in assignee have interests in licensee of WINE(AM)-WRKI(FM) Brookfield, CT. Filed Sept. 28.

■ **Bridgehampton, NY** (BPH920928MR)—Peconic Bay Broadcasting Corp. seeks 102.5 mhz; 4.5 kw; ant. 112 m. Address: Box 612, Southold, NY 11971. Applicant is headed by Joseph J. Sullivan Jr., and is licensee WBAZ(FM) Southold, NY. Filed Sept. 28.

■ **Southampton, NY** (BPH920928MM)—Peconic Bay Broadcasting Corp. seeks 92.9 mhz; 5.1 kw; ant. 106 m. Address: Box 612, Southold, NY 11971. Applicant is headed by Joseph J. Sullivan Jr., and is licensee of WBAZ(FM) Southold, NY. Filed Sept. 28.

■ **Southampton, NY** (BPH920929MC)—East Hampton Broadcasting Group Inc. seeks 92.9 mhz; 3 kw; ant. 128.6 m. Address: 34 Pantigo Road, East Hampton, NY 11937. Applicant is headed by Leonard I. Ackerman, and has no other broadcast interests. Filed Sept. 29.

■ **Ladson, SC** (BPH920928ML)—Thomas B. Daniels seeks 106.3 mhz; 3 kw; ant. 100 m. Address: 5081 Rivers Ave.; North Charleston, SC 29418. Applicant has no other broadcast interests. Filed Sept. 28.

Actions

■ **Ossining, NY** (BPED840423IC)—Granted app. of Westchester Council for Public Broadcasting Inc. for 90.3 mhz; 1.25 kw; ant. 70 m. Address: 21 Brookside Lane, Dobbs Ferry, NY 10522. Applicant is headed by Marc Sophos, and has no other broadcast interests. Action Sept. 30.

■ **Amarillo, TX** (BPH920213MC)—Dismissed app. of Northstar Communications Co. for 99.7 mhz; 6 kw; ant. 83 m. Address: 3301 Bensing Rd., Hobbs, MN 88240. Applicant is headed by partners Alton Lloyd Finley Jr., Matt Edwards and Charles Lanktree, and has no other broadcast interests. Action Oct. 6.

■ **Hempstead, TX** (BPH911004MF)—Granted app. of Farmers Communications for 105.3 mhz; 6 kw; ant. 100 m. Address: 14318 Spring Maple Lane, Houston, TX 77062. Applicant is headed by Roy E. Henderson, and has no other broadcast interests. Action Sept. 30.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,963	184	5,147
Commercial FM	4,742	927	5,669
Educational FM	1,570	299	1,869
Total Radio	**11,275**	**1,410**	**12,685**
Commercial VHF TV	557	13	570
Commercial UHF TV	587	157	744
Educational VHF TV	124	5	129
Educational UHF TV	237	8	245
Total TV	**1,505**	**183**	**1,688**
VHF LPTV	466	139	605
UHF LPTV	825	922	1,747
Total LPTV	**1,291**	**1,061**	**2,352**
FM translators	1,923	386	2,309
VHF translators	2,517	81	2,598
UHF translators	2,426	433	2,859

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses

[1] Construction permit

† Penetration percentages are of TV household universe of 92.1 million

Source: Nielsen, NCTA and Broadcasting's own research

FACILITIES CHANGES

Applications

AM's

■ **Crescent City, CA** KPOD(AM) 1240 khz—Aug. 18 application of William E. Stamps Sr. for CP to change TL to 400 ft. SE of county fairgrounds at Crescent City: 41 45 35 - 124 11 28.

■ **Hogansville, GA** WMXY(AM) 720 khz—Aug. 14 application of T. Wood & Associates Inc. for CP to reduce day power to 7.97 kw and make changes in antenna system.

■ **Florence, KY** WMLX(AM) 1180 khz—Aug. 31 application of WMLX Inc. for MP (BP890630AD) to change TL: south side of Hwy 237 (Pleasant Valley Road), 6.34 km WSW of center of Florence. 38 59 00 - 84 41 44.

■ **Leicester, MA** WVNE(AM) 760 khz—Aug. 14 application of Blount Masscom Inc. for CP to increase day power to 25 kw.

■ **Mankato, MN** KTOE(AM) 1420 khz—Aug. 18 application of Minnesota Broadcasting Co. for CP to augment authorized pattern.

■ **Reno** KQLO(AM) 920 khz—Aug. 24 application of PTI Broadcasting Inc. for MP (BP900627AH) to reduce day power to 4.6 kw, make changes in antenna system and change TL to Kimlick Lane, 2.5 km E. of McCarran Blvd., Reno: 39 30 41 - 119 42 51.

■ **Patillas, PR** WEXS(AM) 610 khz—Aug. 18 application of Community Broadcasting Inc. for MP (BP880111AF) to reduce day power to 250 watts.

■ **San Antonio, TX** KSLR(AM) 630 khz—Aug. 14 application of Communicom Corporation of America for MP (BP900405DC) to correct error in tower height.

■ **Smithfield, VA** WKGM(AM) 940 khz—Aug. 24 application of WKGM Inc. for CP to augment nighttime DA pattern.

FM's

■ **Carbondale, CO** KDNK(FM) 90.5 mhz—Aug. 31 application of Carbondale Comm. Access Radio Inc. for CP to make changes: ERP: 215 kw (H&V), ant.: 862 m.

■ **Monroe, CT** WMNR(FM) 88.1 mhz—Aug. 27 application of Monroe Board of Education for CP to make changes; change ERP: 5.8 kw (H&V).

■ **Beverly Hills, FL** WXOF(FM) 97.1 mhz—Aug. 25 application of Heart of Citrus Inc. for mod. of CP (BPH-871119ME) to make changes; change ERP: 5.1 kw (H&V).

■ **Panama City, FL** WPAP-FM 92.5 mhz—Aug. 24 application of Southern Broadcasting Co. Inc. for CP to change ant.: 100 kw H&V.

■ **Payette, ID** KQXR(FM) 100.1 mhz—Aug. 24 application of Miller-Kohl Broadcasting Inc. for CP to make changes; change ERP: 98.43 kw (H&V); ant.: 216 m.; TL: 5.1 km SW of Central Emmett, ID, AT 194 deg. true; change to class C1 (per MM docket #82-665).

■ **Omaha, NE** KKCD(FM) 105.9 mhz—Aug. 26 application of Vantage Communications Inc. for CP to make changes; change ERP: 40 kw (H&V); ant.: 166 m.; TL: Capehart Rd., 1.1 km west of 36th St.; approx. 6.5 km WSW of Bellevue, Sarpy County,

In Brief

Sampling of **TV stations' September revenue by Television Bureau of Advertising shows across-the-board gains.** Unaudited affiliate revenue compiled by TVB was up 9.6%; independent station revenue was up 7.8%; local revenue was up 9.2%, and spot revenue was up 9.3%.

Outlet Communications reported 27% third-quarter revenue jump, to $11.5 million, and six-fold operating income jump, to $2.9 million. Both of the company's TV stations are NBC affiliates, and benefited from the Olympics as well as increased political spending versus the year-ago period. The NBC connection also benefited **Viacom,** where third-quarter revenue gained 13%, to $21.2 million, and operating cash flow rose 17%, to $7.4 million.

National Association of Broadcasters filed as an intervenor in a suit filed by Turner Broadcasting System, challenging the must-carry and retransmission-consent provisions of 1992 Cable Act. "We thought it was important to get to the court quickly so that we get granted a party status," said Jeff Baumann, NAB executive vice president and general counsel. No objections to the motion are expected. Meanwhile, John Hendricks, chairman, **Discovery Communications** (Discovery Channel and The Learning Channel), said his company **will be co-plaintiff** in the Turner suit, which was filed in U.S. District Court in Washington on Oct. 6, the day after Congress passed the act by overriding a presidential veto. Daniels Cablevision later filed a separate suit in Washington, also challenging the constitutionality of must carry and retransmission consent.

CBS coverage of the World Series through four games is down 12% from a year ago, although the network has easily won every night with its coverage. In fact, the series won all but three half-hours (*Roseanne, Full House* and the first half-hour of *Unsolved Mysteries*). Through four games, the series pulled an average 28 million viewers. At deadline last week, national Nielsens weren't available for last Thursday's game five, but the overnights averaged a 20.5 rating, which CBS officials figure will translate to a 21 national rating. Last year's game five did a 23 rating. Part of the decline is due to the fact CBS gets no credit for any Canadian viewership. Toronto has 1.8 million households, and would rank sixth among U.S. TV markets. And in Canada, World Series carrier CTV was getting some of its best numbers ever with the games—through four games, the series averaged a 32.9 rating/63 share. That translated to almost 11 million viewers.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 11. Numbers represent aggregate rating average/stations/% coverage)

1. Star Trek	13.2/246/99
2. Wheel Of Fortune	12.3/215/98
3. Jeopardy!	10.4/202/98
4. Oprah Winfrey Show	9.5/221/97
5. Entertainment Tonight	8.3/177/94
6. Current Affair	7.2/174/94
7. Married...With Children	7.1/181/96
8. Inside Edition	6.9/159/90
9. Wheel Of Fortune-wknd	6.5/174/86
10. Baywatch	5.6/167/92
11. Designing Women	5.4/204/99
12. Donahue	5.2/213/98
13. Cosby Show	5.1/193/95
14. Roseanne M-F	5.0/131/85
15. American Gladiators	4.9/201/97
16. Sally Jesse Raphael	4.9/215/96

Genesis Entertainment has joined with KCBS-TV Los Angeles on a two-week reality strip test of *Real Stories of the Highway Patrol*, which is a spinoff from Genesis's weekly *Emergency Call* series. KCBS-TV will begin airing the 10 specially produced episodes on Dec. 7. If all goes well, Genesis says it will test *Highway Patrol* in other markets.

KNBC-TV Los Angeles's recently installed multi-million-dollar **anchor team of Paul Moyer and Wendy Tokuda** had a somewhat disappointing turnout in their major sweeps test, with the NBC O&O's 11 p.m. newscast averaging a 6.3 rating/16 share (NSI, Sept. 24-Oct. 21), down 24% in share from October 1991 (8.0/21). KABC-TV, the station from which Moyer came last summer, saw its late newscast improve 14% with a similar 6.3/16 score. The 6-6:30 p.m. newscast ratings for Moyer-Tokuda were also down 17%, with a fourth-ranked 4.8/10 average, while KABC's newscast jumped 25% with a top-ranked 7.3/15.

In addition to international expansion, "interpretation of the cable bill as it relates to the home satellite industry, as well as compulsory license issues, will also be high on the segment's agenda," said Gil Korta, VP, marketing and programing, for EMI Communications Corp. and newly elected chairman of the **Satellite Broadcasting and Communications Association's** Programer Segment. Other officers elected are Jerry Parker, VP, Satellite Sports Networks; Diana Ritchie, VP, special markets, The Disney Channel, and Scott Weiss, executive VP, Turner Home Satellite.

In an overall restructuring to allow **RHI Entertainment** to concentrate on television production, the company will be releasing RHI Television Sales **President Jody Shapiro** from his contract as of November 1993 and has come to an agreement with New Line Television to provide management services to RHI's syndication sales unit. Also, **Tim Noonan,** who is senior VP of RHI Television Sales, will be leaving the company by the end of the year. RHI Television Sales, formerly New Line Television Distribution, will